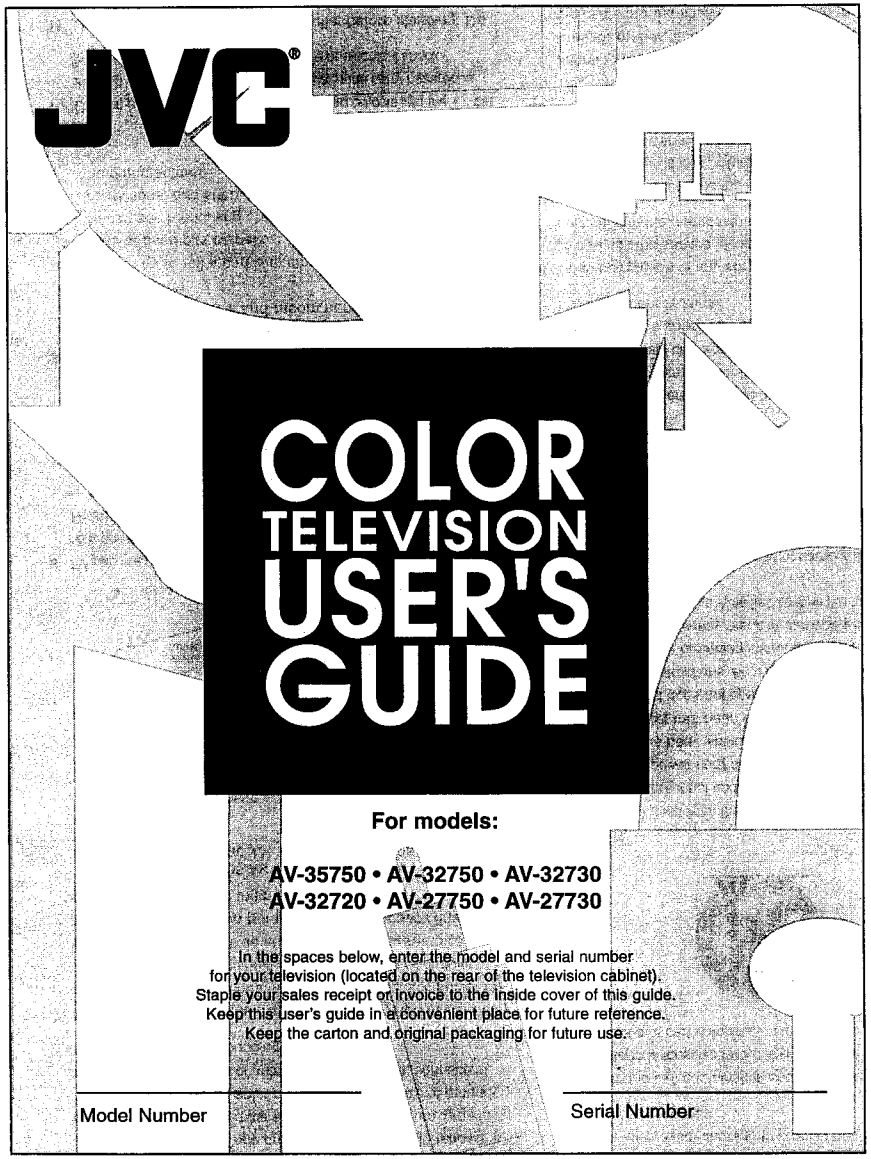
OPERATING INSTRUCTIONS(AV-35750 · AV-32750 · AV-32730 AV-32720 · AV-27750 · AV-27730)


JVC
COLOR
TELEVISION
USER'S
GUIDE
For models:
AV-35750 • AV-32750 • AV-32730
AV-32720 • AV-27750 • AV-27730
In the spaces below, enter the model and serial number
for your television (located on the rear of the television cabinet).
Staple your sales receipt or invoice to the inside cover of this guide.
Keep this user's guide in a convenient place for future reference.
Keep the carton and original packaging for future use.
Model Number
Serial Number

JVC

JVC COMPANY OF AMERICA
A Division of U.S. JVC CORP.
41 Slater Drive
Elmwood Park, New Jersey 07407

JVC CANADA, INC.
21 Finchdene Square
Scarborough, Ontario
Canada M1X 1A7

CQ40198-001-A
0596-TN-JII-JIM

IMPORTANT SAFETY PRECAUTIONS

CAUTION
RISK OF ELECTRIC SHOCK DO NOT OPEN

CAUTION: TO REDUCE THE RISK OF ELECTRIC SHOCK. DO NOT REMOVE COVER (OR BACK). NO USER SERVICEABLE PARTS INSIDE. REFER SERVICING TO QUALIFIED SERVICE PERSONNEL.

The lightning flash with arrowhead symbol, within an equilateral triangle is intended to alert the user to the presence of uninsulated "dangerous voltage" within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.

The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.

WARNING: TO PREVENT FIRE OR SHOCK HAZARDS, DO NOT EXPOSE THIS TV SET TO RAIN OR MOISTURE.

CAUTION: TO INSURE PERSONAL SAFETY, OBSERVE THE FOLLOWING RULES REGARDING THE USE OF THIS UNIT.

1. Operate only from the power source specified on the unit.
2. Avoid damaging the AC plug and power cord.
3. Avoid Improper installation and never position the unit where good ventilation is unattainable.
4. Do not allow objects or liquid into the cabinet openings.
5. In the event of trouble, unplug the unit and call a service technician. Do not attempt to repair it yourself or remove the rear cover.

Changes or modifications not approved by JVC could void the warranty.

* When you don't use this TV set for a long period of time, be sure to disconnect both the power plug from the AC outlet and antenna for your safety.

* To prevent electric shock do not use this polarized plug with an extension cord, receptacle or other outlet unless the blades can be fully inserted to prevent blade exposure.

IMPORTANT SAFEGUARDS

CAUTION:

Please read and retain for your safety.
Electrical energy can perform many useful functions. This TV set has been engineered and manufactured to assure your personal safety. But *improper use can result in potential electrical shock or fire hazards.* In order not to defeat the safeguards incorporated in this TV set, observe the following basic rules for its installation, use and servicing.
And also follow all warnings and instructions marked on your TV set.

INSTALLATION

1 Your TV set is equipped with a polarized AC line plug (one blade of the plug is wider than the other).

(POLARIZED-TYPE)

This safety feature allows the plug to fit into the power outlet only one way. Should you be unable to insert the plug fully into the outlet, try reversing the plug.
Should it still fail to fit, contact your electrician.

2 Operate the TV set only from a power source as indicated on the TV set or refer to the operating instructions for this information. If you are not sure of the type of power supply to your home, consult your TV set dealer or local power company. For battery operation, refer to the operating instructions.

3 Overloaded AC outlets and extension cords are dangerous, and so are frayed power cords and broken plugs. They may result in a shock or fire hazard. Call your service technician for replacement.

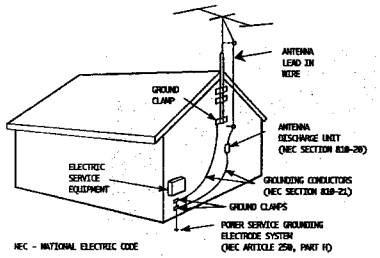
4 Do not allow anything to rest on or roll over the power cord, and do not place the TV set where power cord is subject to traffic or abuse. This may result in a shock or fire hazard.

5 Do not use this TV set near water — for example, near a bathtub, washbowl, kitchen sink, or laundry tub, in a wet basement, or near swimming pool, etc.

6 If an outside antenna is connected to the TV set, be sure the antenna system is grounded so as to provide some protection against voltage surges and built-up static charges. Section 810 of the National Electrical Code provides information with respect to proper grounding of the mast and supporting structure, grounding of the lead-in wire to an antenna discharge unit, size of grounding conductors, location of antenna discharge unit, connection requirements for the grounding electrode.

7 An outside antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can fall into such power lines or circuits. When installing an outside antenna system, extreme care should be taken to keep from touching such power lines or circuits as contact with them might be fatal.

EXAMPLE OF ANTENNA GROUNDING AS PER NATIONAL ELECTRICAL CODE


ANTENNA LEAD IN WIRE
GROUND CLAMP
ANTENNA DISCHARGE UNIT (NEC SECTION 810-20)
ELECTRIC SERVICE EQUIPMENT
GROUNDING CONDUCTORS (NEC SECTION 810-21)
GROUND CLAMPS
POWER SERVICE GROUNDING ELECTRODE SYSTEM (NEC ARTICLE 250, PART H)
NEC - NATIONAL ELECTRIC CODE

8 TV sets are provided with ventilation openings in the cabinet to allow heat generated during operation to be released.
Therefore:
— Never block the bottom ventilation slots of a portable TV set by placing it on a bed, sofa, rug, etc.
— Never place a TV set in a "built-in" enclosure unless proper ventilation is provided.
— Never cover the openings with a cloth or other material.
— Never place the TV set near or over a radiator or heat register.

9 To avoid personal injury:
— Do not place a TV set on a sloping shelf unless properly secured.
— Use only a cart or stand recommended by the TV set manufacturer.
— Do not try to roll a cart with small casters across thresholds or deep pile carpets.
— Wall or shelf mounting should follow the manufacturer's instructions, and should use a mounting kit approved by the manufacturer.

USE

10 Caution children about dropping or pushing objects into the TV set through cabinet openings. Some internal parts carry hazardous voltages and contact can result in a fire or electrical shock.

11 Unplug the TV set from the wall outlet before cleaning. Do not use liquid or an aerosol cleaner.

12 Never add accessories to a TV set that has not been designed for this purpose. Such additions may result in a hazard.

13 For added protection of the TV set during a lightning storm or when the TV set is to be left unattended for an extended period of time, unplug it from the wall outlet and disconnect the antenna. This will prevent damage to product due to lightning storms or power line surges.

14 A TV set and cart combination should be moved with care. Quick stops, excessive force, and uneven surfaces may cause the TV set and cart combination to overturn.

SERVICE

15 Unplug this TV set from the wall outlet and refer servicing to qualified service personnel under the following conditions:
A. When the power cord or plug is damaged or frayed.
B. If liquid has been spilled into the TV set.
C. If the TV set has been exposed to rain or water.
D. If the TV set does not operate normally by following the operating instructions. Adjust only those controls that are covered in the operating instructions as improper adjustment of other controls may result in damage and will often require extensive work by a qualified technician to restore the TV set to normal operation.
E. If the TV set has been dropped or damaged in any way.
F. When the TV set exhibits a distinct change in performance — this indicates a need for service.

16 Do not attempt to service this TV set yourself as opening or removing covers may expose you to dangerous voltage or other hazards. Refer all servicing to qualified service personnel.

17 When replacement parts are required, have the service technician verify in writing that the replacement parts he uses have the same safety characteristics as the original parts. Use of manufacturer's specified replacement parts can prevent fire, shock, or other hazards.

18 Upon completion of any service or repairs to this TV set, please ask the service technician to perform the safety check described in the manufacturer's service literature.

19 When a TV set reaches the end of its useful life, improper disposal could result in a picture tube implosion. Ask a qualified service technician to dispose of the TV set.

20 Note to CATV system installer.
This reminder is provided to call the CATV system installer's attention to Article 820-40 of the NEC that provides guidelines for proper grounding and, in particular, specifies that the cable ground shall be connected to the grounding system of the building, as close to the point of cable entry as practical.

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CONNECTIONS CHECKLIST

READ ME BEFORE CONNECTIONS

1) Refer to the connection instructions in the user's guide for each component you plan to connect (they will provide more information about their products).

2) Most A/V input jacks and plugs are color coded:

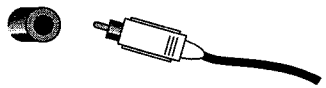
- Yellow plugs are Video connections
- Red plugs are for Right Audio connections
- White plugs are Left Audio (Mono) connections

3) Perform one hookup at a time. If you have many accessories to connect, make sure each connection is correct by checking to see that it works properly before attempting the next connection.

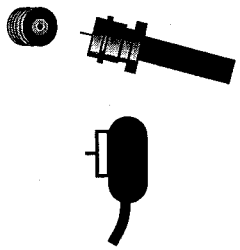
4) Unplug the power cord between each connection.

5) Each jack on the back of the TV is labeled. If you read these instructions and still do not fully understand the connections process, seek assistance.

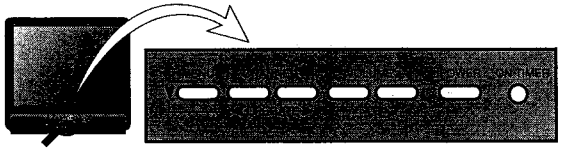
A/V input plug



RF Connectors



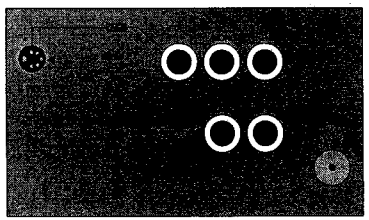
FRONT AND REAR PANEL DIAGRAMS



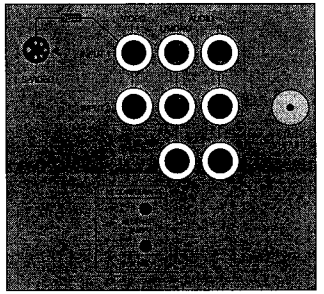
NOTE:

There is a common front panel for all models in this user's guide.

** Placement of jacks may vary slightly depending on model number.*



REAR PANEL DIAGRAM
AV-32730 • AV-32720 • AV-27730
(The AV-27730 does not have an S-Video Input)

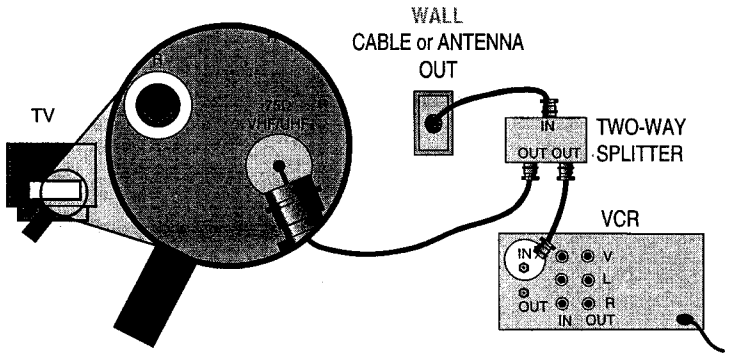


REAR PANEL DIAGRAM
AV-35750 • AV-32750 • AV-27750

CABLE CONNECTIONS

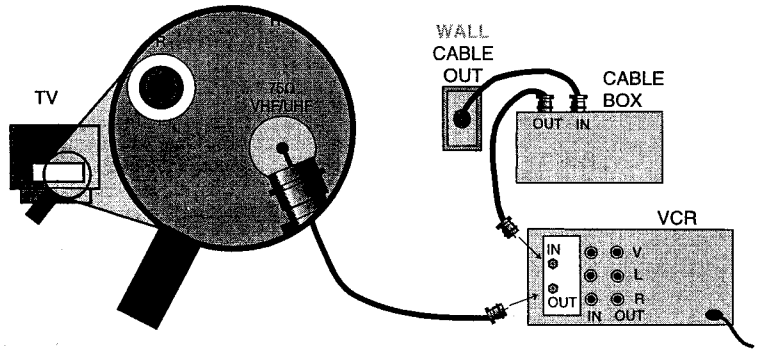
There are two basic types of antenna or cable hookups. If you have an antenna, or have a cable TV system that does not require you to use a cable box to tune channels, use diagram #1. If you have a cable system that requires you to use a cable box to access any or all channels, use diagram #2.

#1



1) Cable or antenna wire *out* from wall *in* to splitter RF input.
2) *Out* from Splitter output *in* to VCR RF input.
3) *Out* from Splitter output *in* to TV VHF/UHF.

#2

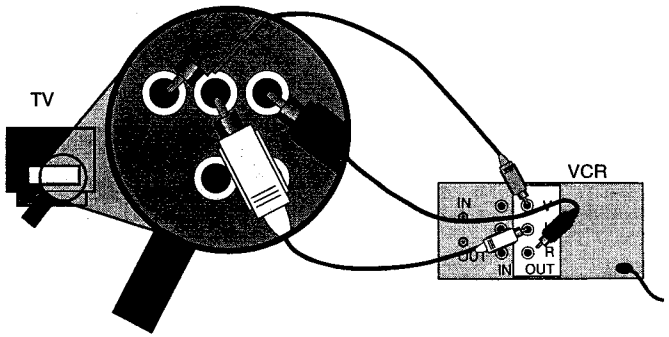


1) Cable Wire *out* from wall *in* to cable box input.
2) *Out* from cable box *in* to VCR RF input.
3) *Out* from VCR RF output *in* to TV VHF/UHF input.

❒ *Refer to the VCR and/or cable box instructions regarding their unit's RF output.*

AUDIO/VIDEO CONNECTIONS — STEREO & PIP

To get stereo sound from a hi-fi stereo VCR, you must connect it to the TV using Audio/Video cables.

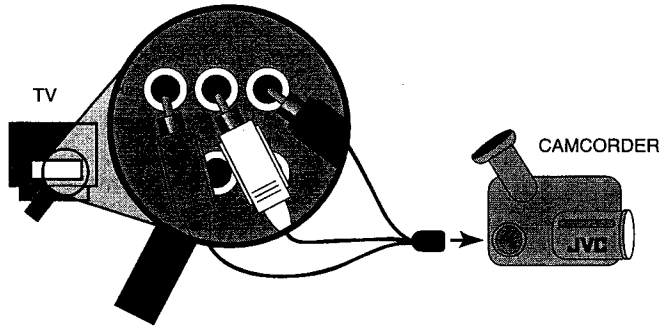


1) Yellow video cable *out* from VCR *in* to TV Video input jack.
2) White audio cable *out* from VCR Left *in* to TV Left Audio input jack.
3) Red audio cable *out* from VCR Right *in* to TV Right Audio input jack.

❒ If your VCR is mono it has only one audio out jack, connect it to TV L/Mono input.

❒ *Refer to your VCR's instructions.*

CONNECTING TO A CAMCORDER

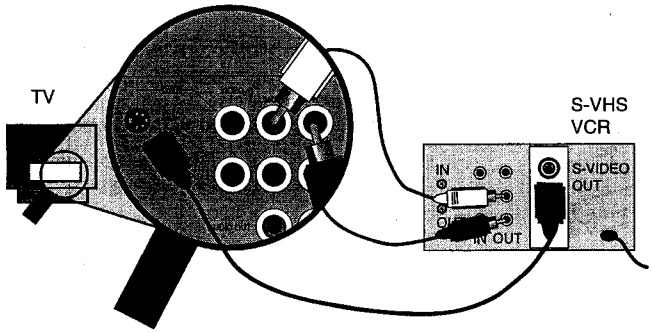


Connect a camcorder to your TV.

1) White audio cable *out* from camcorder *in* to TV Left Audio input jack.
2) Yellow video cable *out* from camcorder *in* to TV Video input jack.
3) If you have a stereo model camcorder, Red audio cable *out* from camcorder *in* to TV right audio input jack.

❒ *Refer to the camcorder's instructions.*

CONNECTING S-VHS VIDEO ACCESSORIES (VCR OR CAMCORDER)

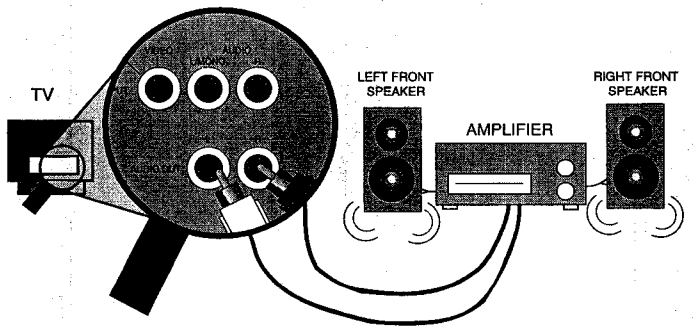


Keeping the audio connections the same as for a non-S-VHS VCR or camcorder (page 7), use the special S-VHS cable that came with the VCR or Camcorder. Illustration is of S-VHS VCR hookup.

1) S-VHS Plug *out* from VCR *in* to TV's S-Video input.

❒ *Refer to your VCR or camcorder instructions.*

CONNECTING TO EXTERNAL AMPLIFIER



Set the TV Speaker to OFF (page 20),switch the audio output to VARI (page 20), and adjust the sound with the TV remote's VOLUME +/- button (page 11.)

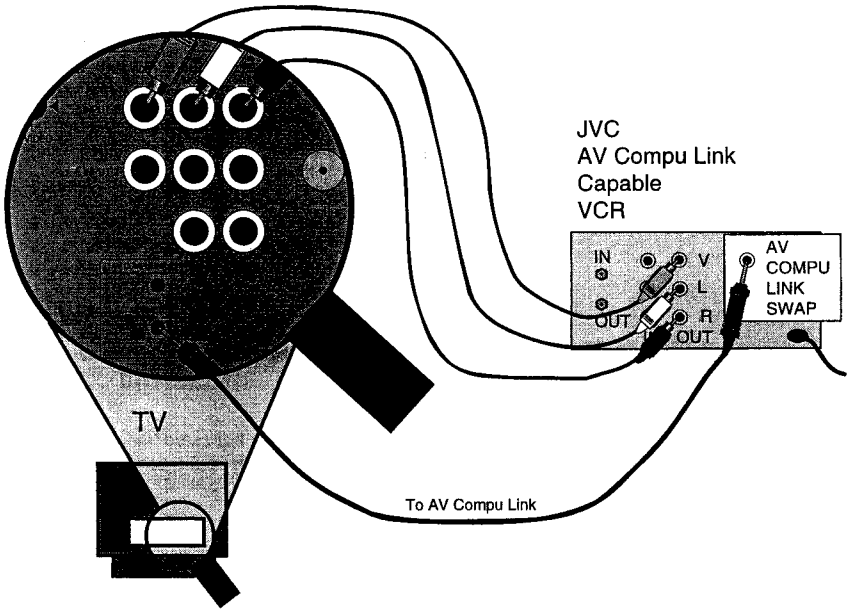
1) White audio cable *out* from TV Left Audio output jack *in* to Amplifier [Left] input.

2) Red audio cable *out* from TV Right Audio output jack *in* to Amplifier [Right] input.

❒ *Refer to the amplifier's instructions.*

CONNECTING TO JVC AV COMPU LINK CAPABLE COMPONENTS

AV Compu Link makes playing video tape totally automatic. Simply insert a pre-recorded tape* into the VCR, and the VCR automatically turns on and starts playing. At the same time, the VCR sends an AV Compu Link signal to the television telling it to turn on and switch to the correct video input.



NOTES:

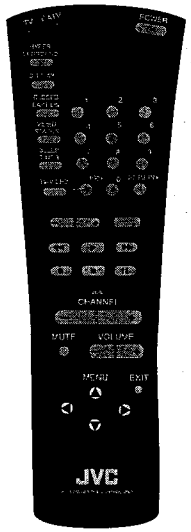
1) The AV Compu Link cable has a Male 3.5 mm (mono) mini plug on each end.

2) If your JVC brand VCR has A Code/B Code Remote Control Switching (see VCR instructions), using VCR A Code will switch the TV to Video Input 1. Using B Code will switch the TV to Video Input 2.

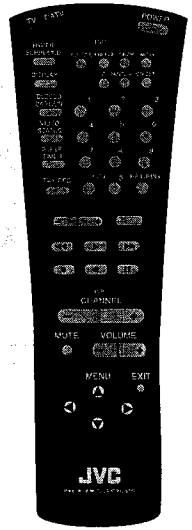
3) To connect a JVC HiFi receiver or amplifier for a completely automated home theater, see the HiFi receiver's instructions for detailed hookup diagrams.

** In order for AV Compu Link to work, the recording tabs must be removed from the VHS tape.*

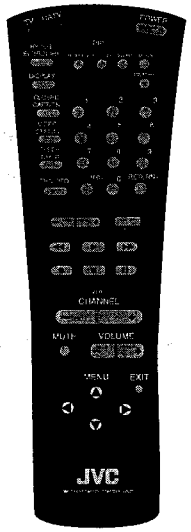
REMOTE CONTROLS



RM-C743
AV-32720



RM-C742
AV-35750
AV-32750
AV-27750

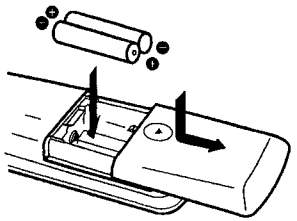


RM-C741
AV-32730
AV-27730

Changing and Inserting Batteries.

Use only size AA batteries.

1. Push down on the remote's battery cover and slide towards the bottom to remove it.
2. Insert the two supplied AA batteries, carefully noting the + and – markings on the batteries and remote control. **To avoid a short circuit, insert "–" end first.**
3. Slide the cover back into place until it clicks into position.



NOTES:

- ❒ *If it takes more than a minute to change the batteries, you may have to reprogram the CATV and/or VCR codes (see page 12-13.)*
- ❒ *If the remote control acts erratically, replace the batteries. Battery life is usually six months to one year.*
- ❒ *We recommend the use of alkaline batteries for longer battery life.*

POWER

- ❒ Make sure that the TV/CATV switch is set to TV. Switch to CATV only if you plan to operate a cable box.
- ❒ Press the POWER button on the remote control or the TV front panel. The On-Timer lamp will glow red.
- ❒ To turn the power off, press the POWER button again. The On-Timer lamp will go out.
- ❒ The On-Timer lamp remains on while the On/Off Timer Function is active (see page 19).

ADJUSTING VOLUME

1. Press the VOLUME button on the front panel or remote control. The volume slidebar will appear.

2. Press the MUTE button to instantly turn the volume off. To restore the volume to the previous level, press the MUTE button again.

CHANGING CHANNELS

1. **10 Key Direct Access.**

- Press the numbers on the remote's 10 key pad.
- For single-digit channel numbers press 0, then the number.
- For channels above 100, press the 100+ button plus the 2-digit number.

2. **CHANNEL -/+ button.**

Press the CHANNEL -/+ button, it will scan the channels in order. When you scan channels, any station IDs that you have set scroll across the bottom of the screen.

Note: After you operate the Auto Tuner Setup, all of the blank, or empty, channels will be removed from scanning so that there is no noise or channel snow when you scan, only active channels.

3. **Return.**

Press and release the RETURN+ button to return to the previous channel. First, select a channel (game #1). Then, select another channel (game 2) with the 10 key pad and push the RETURN+ button to flip directly back and forth.

4. **Return+**

Press and hold down the RETURN+ button for three seconds. The message, "RETURN CHANNEL PROGRAMMED !" will appear and you can scan as you wish. Press RETURN+ again and you will go back to the Return+ channel.

To cancel a Return+ channel, press and hold down the RETURN+ button for another three seconds and the message, "RETURN CHANNEL CANCELED !" appears.

❒ Pressing a number key or turning the set off will also cancel a Return+ channel.

SETTING THE CATV & VCR CODES

CABLE BOX SETUP FOR REMOTE CONTROLS

1) Determine the correct code from the "CATV Codes" chart below.
2) Slide the 2-Way Mode Selector Switch to CATV.
3) Press and hold down the DISPLAY button.
4) Enter the 2-digit code with the 10 key pad while continuing to hold down DISPLAY button.
5) Release the DISPLAY button.
6) Confirm the operation of the cable box.

❒ Many cable box brands have more than one code. If the first code does not work, try the other codes listed.

CATV Codes

Manufacturer	Code	Manufacturer	Code	Manufacturer	Code
Archer	00 17 18	Matsushita	10 11	SL Marx	17 18
Cabletenna	00 18	Movietime	15 17 18	Samsung	10 11 15 17 23
Cableview	17 18	NSC	15	Scientific Atlanta	07 08 21 22
Century	17 18	Oak	19	Signal	12 15 17 23
Citizen	17 18	Panasonic	10 11	Sprucer	10 11
Curtis	07 08 21 22	Philips	12 13	Standard Components	17 18
Diamond	00 18	Pioneer	04 05 23	Stargate	15 17 18 23
Eagle	12 15	Pulser	17 18	Teleview	15 17 23
Eastern	14	Quest	00 01 02 03 24 25	Tocom	00 17 25
GC Electronics	17 18	RCA	10 11	Unika	00 18
Gemini	03	Realistic	18	Universal	17 18
General Instrument	00 01 02 03 24 25	Recoton	17 18	Videoway	06 13 20
Gerrard	17 18	Regal	16	Viewstar	12 15
Hamlin	09 14 16	Regency	14	Zenith	06 13 20
Jerrold	00 01 02 03 24 25	Rembrandt	17 18		

VCR SETUP FOR REMOTE CONTROLS

The remote is pre-programmed with the VCR codes for power on and power off, play, stop, fast-forward, rewind, and channel up and down.

1) Determine the correct code from the "VCR Codes" chart (page 11).
2) Slide the 2-Way Mode Selector Switch to TV.
3) Press and hold down the DISPLAY button.
4) Enter the 2-digit code with the 10 key pad while continuing to hold down DISPLAY button.
5) Release the DISPLAY button.
6) Confirm the operation of the VCR.

❒ Many VCR brands have more than one code. If the first code does not work, try the other codes listed.

❒ IF your VCR does not respond to any of the codes listed for the manufacturer, use your VCR *remote control.*

VCR Codes

Manufacturer	Code	Manufacturer	Code	Manufacturer	Code
Admiral	06 21 25 27	Images	30	Sears	02 07 10 25 26 32
Aiwa	03 17 18 19 20 21 22	ITT	10 17 19 21	Semitsu	22 25 27 33
	28 31	J.C.Penny	02 03 05 10 18 25 31	Sharp	06 21
Akai	17	Jensen	17 20	Shintom	22 31
Astra	03 10 18 29 30 31	JVC	00 10 17 19	Shogun	03 10 18 29 30 31
Audio Dynamics	17 18	JVC "B"	01	Signature	06 21
Aventura	03 17 18 19 20 21 22	Kenwood	17 18 19 20	Singer	22
	28 31	KHL	20 21 22	Sony	11 14 20 21 22
Beaumark	02 03 04 05 06 34	Lloyds	03 17 18 19 20 21 22 28 31	Soundesign	03 17 18 19 25 28 31
Belcor	22 33	Logik	03 11 13 17 18 19 21 28 31	Sylvania	05 12 16 21 25
Bell & Howell	07 11	Magnasonic	03 10 18 22 29 30 31 33	Symphonic	03 17 18 19 28 31
Broksonic	08 22 28	Magnavox	05 12 16 21 31	Syqmax	22 33
Candle	03 10 18 29 30 31	Magnin	03 10 18 29 30 31	Tatung	17 20 21 22
Canon	02 03 04 05 06 12	Marantz	18	Teac	03 05 06 12 17 18 19
	25 34	Marta	10 21 29 31 33		28 31
Cape Hart	22 33	Matsui	03 10 11 17 18 20 21 22 29	Technics	02 03 04 25 34
Carrera	03 10 18 29 30 31		30 31	Technivox	10 21 29 31 33
Citizen	10 21 29 31 33	Megasonic	02 07 10 32	Teknika	10 21
Classic	10 21 29 31 33	Memorex	07 10 11 21 25	Telefunken	09 20 21 22
Colortyme	18	MGA	13 31	Thomas	03 17 18 19 28 31
Craig	03 07	MGN	03 10 18 29 30 31	TMK	09 21
Crosley	03 17 18 19 20 21 22	Midland	02 03 04 05	Toshiba	02 16 31
	28 31	Minolta	02 16 23 29 31	Totevision	03 10 18 29 30 31
Curtis	03 10 18 22 29 30 31 33	Mitsubishi	13 25 27	Unitech	03 10 18 29 30 31
Curtis Mathes	02 03 04 05 06 12 25 34	Mont. Ward	06 21 22	Vector Research	18
Cyberex	03 10 18 29 30 31	MTC	03 10 17 18 19 20 21 22 28	Video Concepts	18
Deawoo/Daytron	22 33		29 30 31	Videosonic	11 17 18 20 21 22
DBX	17 18	Multitech	03 06 17 18 19 28 31 34	XR-1000	03 17 18 19 21
Denon	02 03 04 05 06 34	National	02 03 04 05	Yamaha	11 17 18 20
Dumont	03 10 18 29 30 31	NEC	17 18	Zenith	14 15
Dynatech	03 17 18 19 20 21 22	Nikko	10 21 29 31 33		
	28 31	Olympus	02 03 04 25 27 34		
Dynatone	10 21 29 31 33	Optonica	05 06 12 21		
Electrohome	13 26	Panasonic	02 03 04 25 31 34		
Electron	02 03 04 05 06 34	Paxsonic	03 10 18 29 30 31		
Electrophonic	10 17 19 20	Pentax	02 23 25		
Emerson	07 08 09 10 13 16 25 28	Philco	02 03 04 05 06 12 22 25		
Encore	02 03 04 05 06 12 25 34		33 34		
Everex	02 16 23 29 31	Philips	05 12 16 21 25		
Fisher	07 11 24 32	Pilot	10 21 29 31 33		
Funai	03 17 18 19 20 21 22	Pioneer	02 16 23 29 31		
	28 31	Portland	06 22 33 34		
General Electric	03 04 05 06 25 34	ProScan	02 03 04 05 11 13 21		
Go Video	30	Pulser	03 10 18 22 29 30 31 33		
Goldstar	10 21 29 31 33	Quasar	02 03 04 25 34		
Granada	02 03 04 05 06 12 25 34	Randix	10 21 29 31 33		
Harley Davidson	03 17 18 19 20 21 22	RCA	02 03 04 05 21 25		
	28 31	Realistic	07 10 11 21 25		
Harmon Kardon	13	Samsung	03 10 18 29 30 31		
Harvard	22	Sansui	17 19 21		
Hitachi	02 16 23 29 31	Sanyo	07 11 16		
Homeline	10 21 29 31 33	Scott	08 09 13 28		

USING THIS GUIDE

SYMBOLS USED IN THIS GUIDE:

△▽ Up and down arrows indicate you should press the Menu Up or Menu Down button. This function allows you to:

- Move vertically in the main menu
- Move through a submenu, or
- Move to the next letter, number, or other choice in a submenu
- Back up to correct an error

◁▷ Left and right arrows indicate you should press the Menu Left or Menu Right button to:

- Select the highlighted item, or
- Select the options in a submenu

(PRESS) The "Press Button" means press that button on the remote control

☞ The helping hand points to the active, or highlighted item

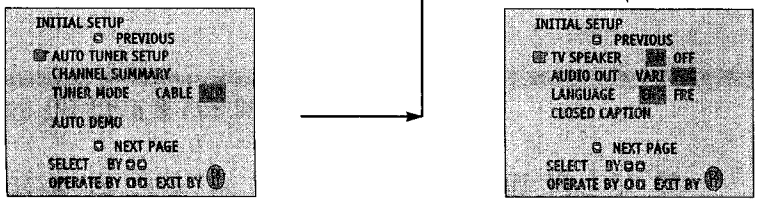
Button names are always WRITTEN IN SMALL CAPITAL LETTERS *in order to avoid confusion with menu functions of the same name.*

WORKING THE MENUS

To use the Menu, press any of the remote's 4-way cursor control buttons and the JVC scrolling menu will appear on the screen. The item that appears yellow is the selected item.

Factory settings begin with the Picture Settings menu. However, since Initial Setup is so important, this guide begins here.

**Please note that the menu screens depicted in this instruction book are not actual representations of the screens but are intended to illustrate the order and wording of the menus. The actual menu backgrounds are clear in color.*



AUTO TUNER SETUP

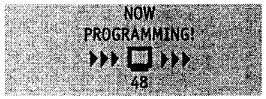
During Auto Tuner Setup, the TV will automatically scan through all available channels and memorize the active ones.

△▽ To AUTO TUNER SETUP

◁▷ To operate

△▽ For AUTO (STD, HRC, IRC)**

◁▷ To operate



Programming takes 3 to 4 minutes

** AUTO (STD, HRC, IRC) will access all over-the-air broadcast channels and more than 99% of cable systems. If the channels on your cable system are not selected after this procedure, use (AUTO OTHERS).

❒ Noise Mute will not work while Auto Tuner Setup is working.

❒ During Auto Tuner Setup the TV will be programmed to receive only active channels. Once the channels are activated here, they are automatically included in scan.

❒ Some weak or distant channels may be included in scan. You can delete them from scanning by removing the "√" mark in the SCAN column in the Channel Summary menu.

CHANNEL SUMMARY

You can add or delete channels from the channel scanning, and lock out any "unauthorized" viewers from up to all 181 channels.

△▽ To CHANNEL SUMMARY

◁▷ To operate

SCAN

You can manually set channels to scan that were too weak to be picked up by Auto Tuner Setup. Or, if a channel was too weak for a good picture but was picked up anyway, delete it by removing the √.

(PRESS) CHANNEL -/+ to select the channel

△▽ To the SCAN column

◁▷ To include or delete from scan

CH NO	SCAN	ID	CH NO	SCAN	ID
01	-		06	√	
02	√	CBS	07	√	
03	√	ABC	08	√	
04	√	NBC	09	√	
05	√		10	√	

(PRESS) EXIT when finished

❒ Some cable systems experience interference from radio frequencies on Cable Channel 95. You can delete this channel from scanning by removing the √.

STATION ID

You can label up to 25 channels with a station ID of up to four letters, using numbers, letters, or common keyboard characters.

△▽ To ID column and ◁▷ to operate

△▽ To choose each letter and ◁▷ to accept and move to the next letter

△▽ To FINISH and ◁▷ to save

NOTES:

Nearly all cable companies use one of the following:

STD
(Standard)
HRC
(Harmonically Related Carrier)
IRC
(Incrementally Related Carrier)

NOTES:

There are two sections in Channel Summary.

To move up and down a column (e.g. from channel to channel) use the CHANNEL -/+ button

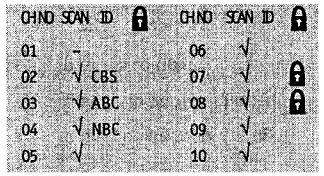
To move from item to item (e.g. from channel number to scan to lock) use the arrow up/down keys.

Noise Mute will not work while you operate the Channel Summary.

...continued from previous page.

CHANNEL GUARD / LOCK

△▽ To CHANNEL SUMMARY
◁▷ To operate

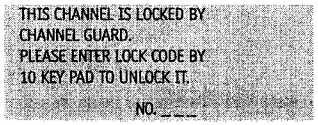


△▽ To 🔒 column
PRESS 0 (zero) to lock or unlock a channel

Use the CHANNEL -/+ button to go to any other channel you want to lock

CHANNEL GUARD MESSAGE

This message appears when someone attempts to watch a guarded channel:



To watch a locked channel, enter the lock code on the 10 key pad.

If the wrong lock code is entered this message will appear:

TUNER MODE

Tuner Mode lets you choose between over-the-air broadcasts (AIR) or cable (CABLE) stations.

△▽ To TUNER MODE
◁▷ To operate

PRESS EXIT when finished

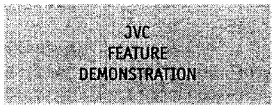
❒ When you set the Tuner Mode to CABLE, the channel display will appear blue. When set to AIR, the display will appear yellow.

❒ Cable mode requires a cable hookup, see page 6 for details.

AUTO DEMO

The Auto Demo is an onscreen demonstration of the features of your JVC television. Let it run, it takes about six minutes, and you will see exactly what your new TV can do.

△▽ To AUTO DEMO
◁▷ To operate



PRESS Any key to stop the Auto Demo

❒ You can also start the Auto Demo when you push the front panel CHANNEL+ and VOLUME– buttons at the same time.

TINT

△▽ To TINT
▷ To accentuate green
◁ To accentuate red
△▽ To move to the next

COLOR

△▽ To COLOR
▷ To make colors more vivid
◁ To subdue colors
△▽ To move to the next

PICTURE

△▽ To PICTURE
▷ To increase contrast
◁ To decrease contrast
△▽ To move to the next

BRIGHT

△▽ To BRIGHT
▷ To lighten picture
◁ To darken picture
△▽ To move to the next

DETAIL

△▽ To DETAIL
▷ To make picture sharper
◁ To make picture smoother
△▽ To move to the next

NOTCH

The Notch Filter sharpens the edges of graphics and text.

△▽ To NOTCH
◁▷ To activate or deactivate

NOISE MUTE

Eliminates noise from channels that are not broadcasting or are too weak.

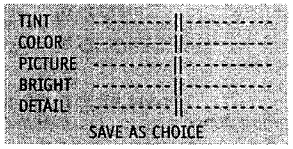
△▽ To NOISE MUTE
◁▷ To turn ON/OFF

❒ Noise Mute does not operate during the Auto Tuner Setup or while in the Channel Summary screen.

SET VIDEO STATUS

Save Picture Settings as "Choice".

△▽ To SET VIDEO STATUS
◁▷ To operate



◁▷ To operate the TINT option
△▽ To move to the next option

Repeat the above steps to set each option.

△▽ To SAVE AS CHOICE
◁▷ To save settings and exit

❒ Access "Choice" by pressing the VIDEO STATUS button on the remote control.

NOTES:

There is no Notch Filter on the AV-27730.

NOTES:

MTS has no effect on normal sound broadcasts.

BASS

△▽ To BASS slidebar

▷ To emphasize bass

◁ To reduce bass

△▽ To move to next

TREBLE

△▽ To TREBLE

▷ To increase treble

◁ To decrease treble

△▽ To move to next

BALANCE

△▽ To BALANCE

▷ To shift balance to the right

◁ To shift balance to the left

△▽ To move to next

MTS (Multi-Channel Television Sound)

MTS technology gives you a choice among stereo, mono, and Second Audio Programs (SAP).

△▽ To MTS

◁▷ To select the mode

(The ON AIR arrow tells you if the current signal contains stereo or SAP)

❒ Keep the TV in STEREO mode to get the fullest sound quality.

❒ SAP will allow you to hear an alternative soundtrack, if available.

❒ Choose MONO only to reduce excess noise in a program.

Some Sound Advice

You can tell if a program is broadcast in stereo by the position of the ON AIR arrow in the MTS menu. Unfortunately, it is common for some cable companies to squash the transmission of stereo programs to mono because they only have mono equipment. If connected to a cable system, the sound is at the mercy of that cable company — if they broadcast in mono, you receive mono sound regardless of the original stereo programming.

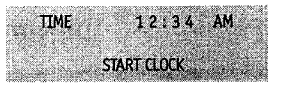
Fortunately, most programs that are broadcast in stereo are aired on the major television networks. If you connect your TV to an antenna instead of cable, and set the Tuner Mode (page 16) to "Air" instead of "Cable," you will be able to pick up stereo broadcasts in stereo.

SET CLOCK

The Clock is the heart of all timer functions. You must set the clock before timer functions will work.

△▽ To SET CLOCK

◁▷ To operate



◁▷ To set the hour (AM/PM)

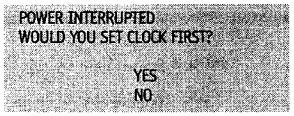
▽ To move to minutes

◁▷ To set the minutes

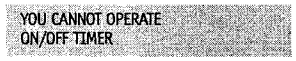
▽ To move to START CLOCK when done with settings

◁▷ To start the clock

❒ If the TV is unplugged or you experience a power outage, you must reset the clock in order for any of your timer functions to work. If you attempt to operate a Timer and you did not set the clock you will get the following message:



After a power interruption clock will be cancelled and you will get this message if you try to use the On/Off Timer:

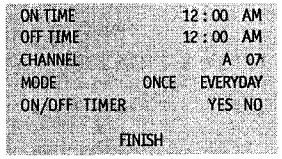


ON/OFF TIMER

You tell the TV to turn on and off. Use it as an alarm to wake up, as a program reminder, or as a decoy when you're out of the house.

△▽ To ON/OFF TIMER

◁▷ To operate



◁▷ To set the hour (AM/PM) you want the TV to turn on

▽ To move to minutes

◁▷ To set the minutes

▽ To accept ON TIME and to move to OFF TIME (set time again)

▽ To move to CHANNEL

◁▷ To select channel

▽ To move to MODE

◁▷ Choose ONCE or EVERYDAY

▽ To YES NO

◁▷ Choose YES for on, NO for off

▽ To FINISH

◁▷ To save settings

❒ In order for ON/OFF Timer to work, the clock must be set.

❒ ON/OFF Timer cannot be set to locked or guarded channels.

NOTES:

If you want to set the TV's clock to be perfectly timed with another household clock or timer, set the TV clock and move to START CLOCK. At the precise moment that the other timer device changes to the same time as the TV clock, press the arrow button ◁▷ to start the clock.

NOTES:

To activate the Closed Caption settings that you set here, see page 22 for details.

Closed Captions and Text information are usually found on CC1 or T1. CC2, CC3, CC4 and T2, T3, and T4 work, but are for future purposes. Chances are that you will find the captions or text on CC1 or T1.

SET LOCK CODE

The Lock Code locks and unlocks Channel Guard.

△▽ To SET LOCK CODE

◁▷ To operate

The padlock 🔒 appears

Press the access code zero (0)

LOCK CODE 000
FINISH

△▽ To the first number place

◁▷ To choose the number

△▽ To move to the next place

Continue for all three numbers

△▽ To FINISH

◁▷ To save settings and exit

❒ If you forget the Lock Code you can set another one the same way.

❒ After a power interruption, you must reset the lock code.

TV SPEAKER

You can listen to the TV speakers, or if your set is connected to a stereo, turn them off to listen to the stereo speakers.

△▽ To TV SPEAKER

◁▷ To turn the speaker ON or OFF

TV SPEAKER ON OFF

PRESS EXIT when finished

❒ TV Speaker will be cancelled after a power interruption.

❒ Before you set TV Speaker from Off to On, *make sure that the volume level is low!*

AUDIO OUT

Select fixed level or variable level audio output signals.

△▽ To AUDIO OUT

AUDIO OUT VARI FIX

◁▷ To FIX or VARI

VARI: Adjust the volume of the external speaker by using the TV VOLUME +/- button or the TV's remote.

FIX: Adjust the volume of the external speaker with the audio device controls.

❒ When using external amplifiers and speakers, shut off the TV's speakers (page 20).

LANGUAGE

Choose from English or French onscreen menus and displays.

△▽ To LANGUAGE

◁▷ To activate

LANGUAGE ENG FRE

PRESS EXIT when finished

CLOSED CAPTION

If included in a program, you can view closed captions or text information.

△▽ To CLOSED CAPTION

◁▷ To operate

CAPTION: CC1 CC2 CC3 CC4
TEXT : T1 T2 T3 T4
FINISH

Continued on next page...

...continued from previous page.

◁▷ To select a caption channel (CC1 to CC4)

▽ To accept that channel and move to TEXT

◁▷ To select a text channel (T1 to T4)

▽ To accept that channel and move to FINISH

◁▷ To exit and save settings

PIP (PICTURE IN PICTURE)

PIP allows you to view two pictures simultaneously.

PRESS (PIP) ON/OFF

2-TUNER PIP

(AV-35750, AV-32750, and AV-27750 ONLY.) *CHANNEL -/+ buttons in the PIP section of the remote control make PIP so simple to use. You don't need to hook up a VCR or other video source to get PIP. We built in a second tuner for the easiest PIP to use in the industry.*

SOURCE

You can select from the various inputs you may have hooked up to your TV as the source for the PIP screen.

PRESS SOURCE

ANTENNA/CABLE → V-1 → V-2*

**Only available on AV-35750, AV-32750 and AV-27750.*

SWAP

You can swap the picture in the main screen with the picture in the PIP screen.

PRESS SWAP

FREEZE

You can freeze the main screen into a PIP picture, or freeze the PIP screen.

PRESS FREEZE

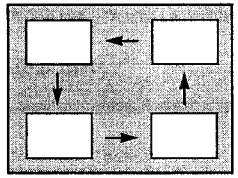
❒ When PIP is off, Freeze will put the main screen into a still PIP picture.

❒ When PIP is on, Freeze will stop the PIP picture.

MOVE

You can move the PIP screen to any of the TV's four corners.

PRESS MOVE



❒ Each press of the MOVE button will shift the PIP picture one position.

PIP CHANNEL –/+

On models with PIP CHANNEL -/+ buttons you can change the PIP channel without going back to the main screen. (You do need to go back to the main screen to change from Cable to Air or Air to Cable.)

NOTES:

The following models have 2-Tuner PIP:

AV-35750
AV-32750
AV-27750

The following models have single tuner PIP:

AV-32730
AV-27730

Model AV-32720 does not have PIP.

NOTES:

If a large black box covers 80% of your screen, the Text Mode is probably set. Press Closed Caption to turn it off.

DISPLAY

The Display screen shows the current status of timers and inputs.

PRESS DISPLAY

```
07
NOW                    12:20 PM
SLEEP TIMER              OFF
ON/OFF TIMER          EVERYDAY
  ON TIME               7:00 PM
  OFF TIME             10:00 PM
```

- ❑ The channel or AV input (Channel 07)
- ❑ Current time (12:20 PM)
- ❑ Sleep Timer status minutes remaining (OFF)
- ❑ On/Off Timer status (Everyday, on at 7:00 PM, off at 10:00 PM)
- ❒ Each press of the DISPLAY button changes the display mode:

DISPLAY → TIME → CHANNEL → OFF

CLOSED CAPTION

View the closed captions or text when included in a program.

PRESS CLOSED CAPTION

CC → TEXT → OFF

- ❑ To change caption or text channels see pages 20 and 21.
- ❑ To access a captioning option or to turn one off, allow the display to remain on screen until it disappears. In seconds the captions will start.

VIDEO STATUS

The Video Status button lets you select the "Choice" settings of the Set Video Status menu, Theater Status or reset to factory settings.

"Standard" resets the picture settings to factory standard levels.

"Choice" consists of the settings that you saved in the Set Video Status menu, page 16.

"Theater" for a film-like look to video.

PRESS VIDEO STATUS

CHOICE → THEATER → STANDARD

SLEEP TIMER

Sleep Timer turns off the TV for you in case you fall asleep. Program it to work in intervals of 15 minutes up to 180.

PRESS SLEEP TIMER

0 15 30 45 60 75 90 105 120 135 150 165 180

SLEEP TIMER MESSAGE:
20 seconds prior to the automatic shut-off, this message will appear:

```
GOOD NIGHT ! !
PUSH SLEEP TIMER BUTTON TO EXTEND.
```

You then have 20 seconds to press the Sleep Timer button to delay turn off for another 15 minutes.

HYPER SURROUND

Create a deep, 3-Dimensional sound effect by channeling the sound through the TV's front firing speakers.

100 +

The 100+ button accesses all channels above Channel 99.

To move to Channel 124:

PRESS 100+
PRESS 2 (two)
PRESS 4 (four)

VCR BUTTONS

The remote will control your VCR. You can play, rewind and fast-forward, record, pause, stop, channel scan, and power on and off.

- ❒ The remote is preset to control a JVC VCR. Put in the code 00 for a JVC brand VCR. For any other brand, you must set the manufacturer's code (see pages 12 to 13).

TV / VIDEO

TV/Video selects the input mode.

PRESS TV/VIDEO

TV → VIDEO →

AV-27730, AV-32720, AV-32730

TV → VIDEO-1 → VIDEO-2 →

AV-27750, AV-32750, AV-35750

MUTE

The MUTE button turns the sound off completely when you press it. Or, it will restore the sound to the last level when you press it again.

NOTES:

For more information on mute and volume settings see page 11.

RETURN+

There are two kinds of Return, regular and Return+.

Return+ — You can set a "return" channel to come back to when you scan with CHANNEL -/+.

PRESS RETURN+ and hold for 3 seconds
Scan through the channels with the CHANNEL -/+ button
PRESS RETURN+ to go back to the return channel

- ❒ Pressing a number key or turning the TV's power off cancels Return+.
- ❒ See page 11 for more information.

Return — You can set return to a channel after moving to another channel via the 10 key pad.

PRESS RETURN+
Move to another channel
PRESS RETURN+

NUMBER BUTTONS 10 KEY PAD

The Number Buttons are from 0 to 9. Press two number buttons to move to a channel.

To move to Channel 7:

PRESS 0 (zero)
PRESS 7 (seven)

LIMITED WARRANTY

JVC

For Canadian model televisions, see separate sheets for Warranty/Garantie and JVC Authorized Service Centers in Canada.

JVC COMPANY OF AMERICA warrants this product and all parts thereof, except as set forth below TO THE ORIGINAL PURCHASER AT RETAIL to be FREE FROM DEFECTIVE MATERIALS AND WORKMANSHIP from the date of original purchase for the period as shown below (the "Warranty Period"). The picture tube is covered for two years.

Model No.	Serial No.	Parts	Labor
		1 YEAR	1 YEAR

This limited warranty is valid only in the fifty (50) United States, The District of Columbia and the Commonwealth of Puerto Rico.

JVC WILL:

If this product is found to be defective, repair or replace defective parts at no charge to the original owner. Such repairs will be made during regular business hours only at JVC authorized service centers. All parts repaired or replaced are warrantied for the remainder of this Warranty Period only. All products and parts should be brought to an authorized service center on a carry-in basis except for those models with a screen size larger than 25 inches which are covered on an in-home basis.

YOU MUST:

• Return your products to a JVC authorized service center with a copy of your bill of sale. For the authorized JVC service center nearest you, call toll free (800) 252-5722.

• If service is not locally available, box the product carefully, preferably in its original container, and ship it, insured, to the nearest authorized service center with a copy of the bill of sale and a letter of explanation as to the problem. Call the toll free number above for the address.

WHAT IS NOT COVERED:

1) Products which have been subject to abuse, accident, alteration, modification, tampering, negligence, misuse, faulty installation, lack of reasonable care, or if repaired or serviced by anyone other than a service facility authorized by JVC to render such service, or if connected to any attachment not provided with the products, or if the model or serial number has been altered, tampered with, or removed;

2) Initial installation, removal for repair, and reinstallation after repair is not covered;
3) Operational adjustments covered in the Owner's manual, normal maintenance, video and audio head cleaning;
4) Damage that occurs during shipment, due to an act of God, or of consequence to cosmetic changes;
5) Signal reception problems and failures due to line power surges;
6) Video Pick-up Tubes/CCD Image Sensor, Cartridge, Stylus (Needle) are covered for 90 days from the date of purchase;
7) Accessories, and;
8) Batteries (except for rechargeable batteries which are covered for 90 days from date of purchase.)

There are no express warranties except as listed above.

THE DURATION OF ANY IMPLIED WARRANTIES, INCLUDING THE IMPLIED WARRANTY OF MERCHANTABILTY, IS LIMITED TO THE DURATION OF THE EXPRESS WARRANTY HEREIN.

JVC SHALL NOT BE LIABLE FOR THE LOSS OF USE OF THIS PRODUCT, INCONVENIENCE, LOSS OR ANY OTHER DAMAGES, WHETHER DIRECT, INCIDENTAL OR CONSEQUENTIAL (INCLUDING, WITHOUT LIMITATION, DAMAGE TO TAPES, RECORDS OR DISCS) RESULTING FROM THE USE OF THIS PRODUCT, OR ARISING OUT OF ANY BREACH OF THIS WARRANTY, ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING THE WARRANTY OF MERCHANTABILITY AND FITNESS FOR PARTICULAR PURPOSE, ARE LIMITED TO THE WARRANTY PERIOD SET FORTH ABOVE.

Some states do not allow the exclusion of incidental or consequential damages or limitations on how long the warranty lasts, so these may not apply to you. This warranty gives you specific legal rights and you may also have other rights which vary state to state.

If you have questions concerning your JVC product, please contact our Customer Relations Department:
JVC COMPANY OF AMERICA 41 Slater Drive
DIVISION OF US JVC CORP. Elmwood Park, New Jersey 07407

Refurbished products carry a separate warranty. This warranty does not apply for details of refurbished product warranty. Please refer to the refurbished product warranty information packaged with each refurbished product.

AUTHORIZED SERVICE CENTERS

For Canadian model televisions, see separate sheets for Warranty/Garantie and JVC Authorized Service Centers in Canada.

CALL TOLL FREE (800) 252-5722

1) **To locate the JVC Authorized Service Center nearest you.**
2) **To purchase parts or accessories.**
3) **For customer relations or hook-up assistance.**
4) **To locate the JVC authorized dealer nearest you.**

JVC SERVICE & ENGINEERING COMPANY OF AMERICA
DIVISION OF U.S. JVC CORP.

FACTORY SERVICE CENTER LOCATIONS

Dear customer;

In order to receive the most satisfaction from your purchase, read this guide before operating the unit, and before calling for service make sure you check the Troubleshooting pages at the end of this book. In the event that repair is necessary, or for the address nearest you, please refer to the factory service center list below, or within the continental United States, call the toll free number above for an authorized service center. Remember to retain your bill of sale for warranty service.

107 Little Falls Road
Fairfield, NJ 07004-2105
(201) 808-9279

1500 Lakes Parkway
Lawrenceville, GA 30243-5357
(404) 339-2522

705 Enterprise Street
Aurora, IL 60504-8149
(708) 851-7855

5665 Corporate Avenue
Cypress, CA 90630-0024
(714) 229-8011

10700 Hammerly Suite 110
Houston, TX 77043
(713) 935-9331

2969 Mapunapuna Place
Honolulu, HA 96819-2040
(808) 833-5828

230 Eliot Street
Ashland, MA 01721-2377
(508) 881-5923

8192 State Road 84
Davie, FL 33324
(954) 472-1960

890 Dubuque Avenue
South San Francisco, CA 94080-1804
(415) 871-2666

Sophisticated electronic products may require occasional service. Just as quality is a keyword in the engineering and production of the wide array of JVC products, service is key to maintaining the high level of performance for which JVC is world famous. The JVC service and engineering organization stands behind our products.

National Headquarters
JVC Service & Engineering Company of America
Division of U.S. JVC Corp.
107 Little Falls Road
Fairfield, NJ 07004-2105

THERE ARE NO USER SERVICEABLE PARTS INSIDE THIS TV! TO PREVENT ELECTRIC SHOCK, DO NOT OPEN CABINET AND DO NOT ATTEMPT TO SERVICE THIS TV YOURSELF.

SHIPPING INSTRUCTIONS

• Pack the TV in the original carton or one of equivalent size and strength. Use the original foam cushions or equivalent padding.
• Enclose a letter of explanation stating the problem that exists and a copy of the bill of sale.
• Print your home address on both the outside and inside of the shipping carton.
• Send to address nearest you in the list above.

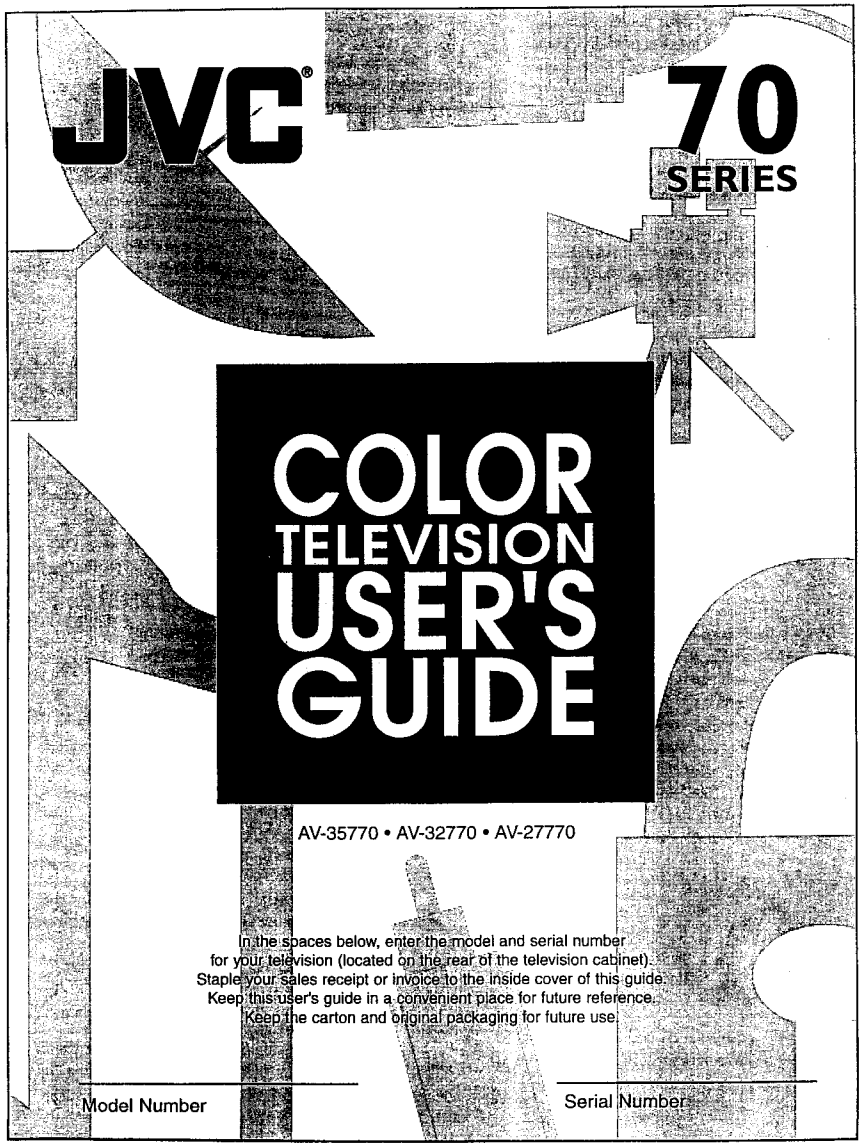
26 TROUBLESHOOTING

PROBLEMS	CHECK
No power	• See if the power cord became unplugged. • Perhaps you have experienced a blown circuit breaker or fuse or a power outage.
No picture or sound	• The antenna could be disconnected. • The input mode (TV or Video) could not be set properly, refer to page 23. • The tuner mode (in the menu selection) could be set improperly, refer to page 16. • The station may be having difficulties, check to see if other channels are operating normally.
Remote control is not operating	• Check that the batteries are still working and properly installed. • Make sure there are no objects blocking a clear path from the remote to the TV. • Check that the TV/CATV switch is in the proper position — set to TV to view television.
You cannot select a certain channel	• Maybe you are too far from the TV, you must be within 23 feet (or 7 meters). • Make sure the channels are programmed. See Channel Summary, page 15. • Perhaps the channel is locked, select it with the 10 key pad and follow instructions.
Power turns off	• Perhaps the On/Off Timer is set, press the power button, check page 19. • The power was interrupted or the power cord unplugged. Reset the clock, check page 19. • The Sleep Timer may be set.
The clock is wrong	• The power was interrupted and the clock not reset. Reset the clock, check page 19.
PICTURE	**CHECK**
Poor color quality	• Tint and color may be improperly adjusted. Check page 17. • Video Status mode may be set to an inappropriate setting. Check pages 17 and 22.
Lines or streaks across the screen	• There could be interference from another energy consuming appliance, such as a computer, another TV or VCR. Move any other such appliances farther away from the TV.
Spotted picture	• There could be interference from a running high wattage appliance such as a hair-dryer, vacuum cleaner, or neon sign. You will have to move the antenna away from the source of the interference or change it to a coaxial cable which is less prone to interference.
Double picture (Ghosts)	• A building or airplane can reflect the original signal producing a second, delayed one. Adjust the antenna position.
Snowy picture/ Image noise	• The antenna may be damaged, disconnected or turned. Check the antenna connection, page 6. If it is damaged, you will have to replace it.
Screen is 80% black	• Closed Caption Text Mode is on. Press the Closed Caption button until you select Off.
SOUND	**CHECK**
Bilingual or stereo programs can't be heard	• Make sure the MTS mode is properly set. Refer to page 18 for details on setting MTS Modes.
No sound from TV speakers at all	• TV Speakers may be turned off in the menu, see page 20. • The volume may be set at zero (0) or the MUTE button pressed.
NOT A PROBLEM	**DON'T WORRY ABOUT THIS, IT'S NORMAL**
Static electricity	• It is normal to feel a surge of static electricity if you brush over or touch the screen.
Occasional crackling sounds	• It is normal for the TV to emit crackling sounds when turned on or off. Unless the sound or picture become abnormal, this is fine.

SPECIFICATIONS 27

MODEL	AV-27730	AV-27750	AV-32720 AV-32730	AV-32750	AV-35750
Type	Color Television				
Reception Format	NTSC system, BTSC system (Multichannel Sound)				
Reception Range	VHF 2 to 13, UHF 14 to 69 Sub Mid, Mid, SUper, Hyper and Ultra bands (181-channel frequency synthesizer system)				
Power Source	AC 120 V, 60 Hz				
Power Consumption	Max. 115W 1.4 A	Max. 120W 1.5 A	Max. 135W 1.8 A		
Screen Size	27" / 69 cm measured diagonally Full square		32" / 78 cm measured diagonally Full square		35" / 89 cm measured diagonally, Full square
Audio Output	3 W + 3 W				
Speakers	2" x 4 3/4" / 5 x 12 cm oblong type x 2				3 3/16" x 4 3/4" / 8 x 12 cm oval x 2
Antenna Terminal	75 ohms (VHF/UHF) terminal (F-type connector)				
External Input Jacks	Video: 1 Vp-p, 75 ohms Audio: 500 mVrms (-4dBs), high impedance				
S-Video Input Jack	—	Y: 1 Vp-p positive, 75 ohms (negative sync provided) C: 0.286 Vp-p (burst signal), 75 ohms			
Audio Output Jacks	More than 0 to 1550 mVrms (+6 dBs), low impedance (400 Hz when modulated 100%)				
AV Compu Link Jacks	—	3.5 mm ø mini jack x 2	—	3.5 mm ø mini jack x 2	
External Dimensions (W x H x D)	25 7/8" x 23 1/8" x 20 1/2" 65.5 x 58.6 x 51.8 cm		30 1/4" x 26 1/8" x 21 5/8" 76.8 x 66.4 x 54.8 cm		33 7/8" x 30 1/8" x 23 3/4" 86.0 x 76.5 x 60.3 cm
Weight (lbs./kg.)	73.3 / 33.3		114.0 / 51.8	114.7 / 52.1	152.3 / 69.2
Accessories	Remote control x 1 AA Batteries x 2				

Specifications subject to change without notice.


JVC
70
SERIES
COLOR
TELEVISION
USER'S
GUIDE
AV-35770 • AV-32770 • AV-27770
In the spaces below, enter the model and serial number
for your television (located on the rear of the television cabinet).
Staple your sales receipt or invoice to the inside cover of this guide.
Keep this user's guide in a convenient place for future reference.
Keep the carton and original packaging for future use.
Model Number
Serial Number

JVC

JVC COMPANY OF AMERICA
A Division of U.S. JVC CORP.
41 Slater Drive
Elmwood Park, New Jersey 07407

JVC CANADA, INC.
21 Finchdene Square
Scarborough, Ontario
Canada M1X 1A7

CQ40282-001-A

IMPORTANT SAFETY PRECAUTIONS

CAUTION
RISK OF ELECTRIC SHOCK DO NOT OPEN

CAUTION: TO REDUCE THE RISK OF ELECTRIC SHOCK. DO NOT REMOVE COVER (OR BACK). NO USER SERVICEABLE PARTS INSIDE. REFER SERVICING TO QUALIFIED SERVICE PERSONNEL.

The lightning flash with arrowhead symbol, within an equilateral triangle is intended to alert the user to the presence of uninsulated "dangerous voltage" within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.

The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.

WARNING: TO PREVENT FIRE OR SHOCK HAZARDS, DO NOT EXPOSE THIS TV SET TO RAIN OR MOISTURE.

CAUTION: TO INSURE PERSONAL SAFETY, OBSERVE THE FOLLOWING RULES REGARDING THE USE OF THIS UNIT.

1. Operate only from the power source specified on the unit.
2. Avoid damaging the AC plug and power cord.
3. Avoid Improper installation and never position the unit where good ventilation is unattainable.
4. Do not allow objects or liquid into the cabinet openings.
5. In the event of trouble, unplug the unit and call a service technician. Do not attempt to repair it yourself or remove the rear cover.

Changes or modifications not approved by JVC could void the warranty.

* When you don't use this TV set for a long period of time, be sure to disconnect both the power plug from the AC outlet and antenna for your safety.

* To prevent electric shock do not use this polarized plug with an extension cord, receptacle or other outlet unless the blades can be fully inserted to prevent blade exposure.

IMPORTANT SAFEGUARDS

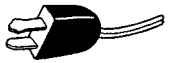
CAUTION:

Please read and retain for your safety.
Electrical energy can perform many useful functions. This TV set has been engineered and manufactured to assure your personal safety. But *improper use can result in potential electrical shock or fire hazards.* In order not to defeat the safeguards incorporated in this TV set, observe the following basic rules for its installation, use and servicing.
And also follow all warnings and instructions marked on your TV set.

INSTALLATION

1 Your TV set is equipped with a polarized AC line plug (one blade of the plug is wider than the other).

(POLARIZED-TYPE)



This safety feature allows the plug to fit into the power outlet only one way. Should you be unable to insert the plug fully into the outlet, try reversing the plug.
Should it still fail to fit, contact your electrician.

2 Operate the TV set only from a power source as indicated on the TV set or refer to the operating instructions for this information. If you are not sure of the type of power supply to your home, consult your TV set dealer or local power company. For battery operation, refer to the operating instructions.

3 Overloaded AC outlets and extension cords are dangerous, and so are frayed power cords and broken plugs. They may result in a shock or fire hazard. Call your service technician for replacement.

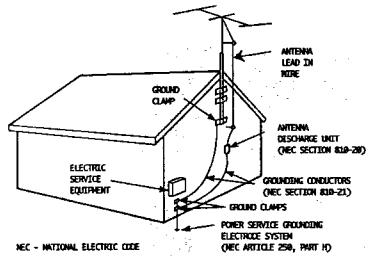
4 Do not allow anything to rest on or roll over the power cord, and do not place the TV set where power cord is subject to traffic or abuse. This may result in a shock or fire hazard.

5 Do not use this TV set near water — for example, near a bathtub, washbowl, kitchen sink, or laundry tub, in a wet basement, or near swimming pool, etc.

6 If an outside antenna is connected to the TV set, be sure the antenna system is grounded so as to provide some protection against voltage surges and built-up static charges. Section 810 of the National Electrical Code provides information with respect to proper grounding of the mast and supporting structure, grounding of the lead-in wire to an antenna discharge unit, size of grounding conductors, location of antenna discharge unit, connection requirements for the grounding electrode.

7 An outside antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can fall into such power lines or circuits. When installing an outside antenna system, extreme care should be taken to keep from touching such power lines or circuits as contact with them might be fatal.

EXAMPLE OF ANTENNA GROUNDING AS PER NATIONAL ELECTRICAL CODE


ANTENNA LEAD IN WIRE
GROUND CLAMP
ANTENNA DISCHARGE UNIT (NEC SECTION 810-20)
ELECTRIC SERVICE EQUIPMENT
GROUNDING CONDUCTORS (NEC SECTION 810-21)
GROUND CLAMPS
POWER SERVICE GROUNDING ELECTRODE SYSTEM (NEC ARTICLE 250, PART H)
NEC - NATIONAL ELECTRIC CODE

8 TV sets are provided with ventilation openings in the cabinet to allow heat generated during operation to be released.
Therefore:
— Never block the bottom ventilation slots of a portable TV set by placing it on a bed, sofa, rug, etc.
— Never place a TV set in a "built-in" enclosure unless proper ventilation is provided.
— Never cover the openings with a cloth or other material.
— Never place the TV set near or over a radiator or heat register.

9 To avoid personal injury:
— Do not place a TV set on a sloping shelf unless properly secured.
— Use only a cart or stand recommended by the TV set manufacturer.
— Do not try to roll a cart with small casters across thresholds or deep pile carpets.
— Wall or shelf mounting should follow the manufacturer's instructions, and should use a mounting kit approved by the manufacturer.

USE

10 Caution children about dropping or pushing objects into the TV set through cabinet openings. Some internal parts carry hazardous voltages and contact can result in a fire or electrical shock.

11 Unplug the TV set from the wall outlet before cleaning. Do not use liquid or an aerosol cleaner.

12 Never add accessories to a TV set that has not been designed for this purpose. Such additions may result in a hazard.

13 For added protection of the TV set during a lightning storm or when the TV set is to be left unattended for an extended period of time, unplug it from the wall outlet and disconnect the antenna. This will prevent damage to product due to lightning storms or power line surges.

14 A TV set and cart combination should be moved with care. Quick stops, excessive force, and uneven surfaces may cause the TV set and cart combination to overturn.

SERVICE

15 Unplug this TV set from the wall outlet and refer servicing to qualified service personnel under the following conditions:
A. When the power cord or plug is damaged or frayed.
B. If liquid has been spilled into the TV set.
C. If the TV set has been exposed to rain or water.
D. If the TV set does not operate normally by following the operating instructions. Adjust only those controls that are covered in the operating instructions as improper adjustment of other controls may result in damage and will often require extensive work by a qualified technician to restore the TV set to normal operation.
E. If the TV set has been dropped or damaged in any way.
F. When the TV set exhibits a distinct change in performance — this indicates a need for service.

16 Do not attempt to service this TV set yourself as opening or removing covers may expose you to dangerous voltage or other hazards. Refer all servicing to qualified service personnel.

17 When replacement parts are required, have the service technician verify in writing that the replacement parts he uses have the same safety characteristics as the original parts. Use of manufacturer's specified replacement parts can prevent fire, shock, or other hazards.

18 Upon completion of any service or repairs to this TV set, please ask the service technician to perform the safety check described in the manufacturer's service literature.

19 When a TV set reaches the end of its useful life, improper disposal could result in a picture tube implosion. Ask a qualified service technician to dispose of the TV set.

20 Note to CATV system installer.
This reminder is provided to call the CATV system installer's attention to Article 820-40 of the NEC that provides guidelines for proper grounding and, in particular, specifies that the cable ground shall be connected to the grounding system of the building, as close to the point of cable entry as practical.

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CONNECTIONS CHECKLIST

READ ME BEFORE CONNECTIONS

1) **Refer to the connection instructions in the user's guide for each component you plan to connect** (they will provide more detailed information about their products).

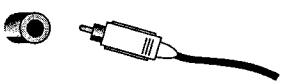
2) **Most A/V input jacks and plugs are color coded:**
   - Yellow plugs are Video connections
   - Red plugs are for Right Audio connections
   - White plugs are Left Audio (Mono) connections

3) **Perform one hookup at a time.** If you have many accessories to connect, make sure each connection is correct by checking to see that it works properly before attempting the next connection.

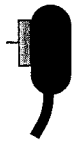
4) **Unplug the power cord between each connection.**

5) **Each jack on the back of the TV is labeled.** If you read these instructions and still do not fully understand the connections process, seek assistance.

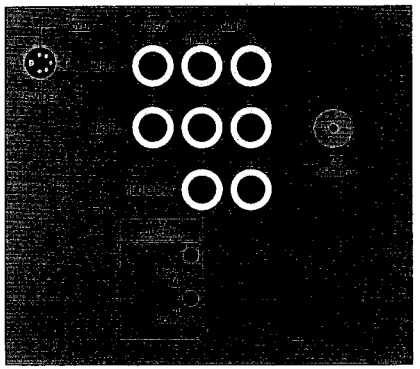
A/V input plug



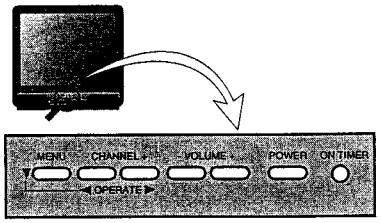
RF Connectors



FRONT AND REAR PANEL DIAGRAMS



REAR PANEL



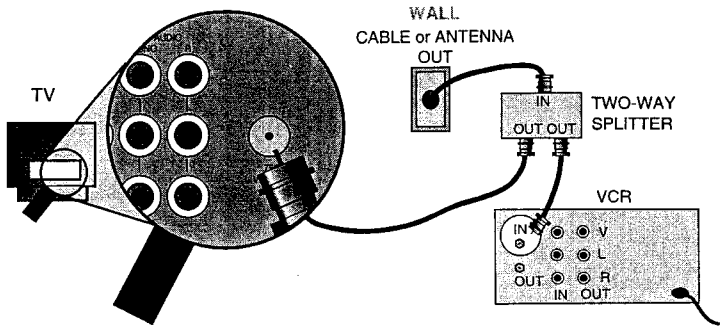
FRONT PANEL

Note: There are common front and rear panel configurations for the AV-27770, AV-32770, and AV-35770.

CABLE CONNECTIONS

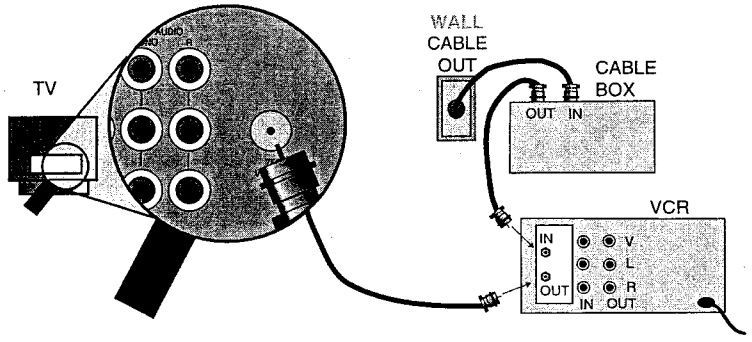
There are two basic types of antenna or cable hookups. If you have an antenna, or have a cable TV system that does not require you to use a cable box to tune channels, use diagram #1. If you have a cable system that requires you to use a cable box to access any or all channels, use diagram #2.

#1



1) Cable or antenna wire *out* from wall *in* to splitter RF input.
2) *Out* from Splitter output *in* to VCR RF input.
3) *Out* from Splitter output *in* to TV VHF/UHF.

#2

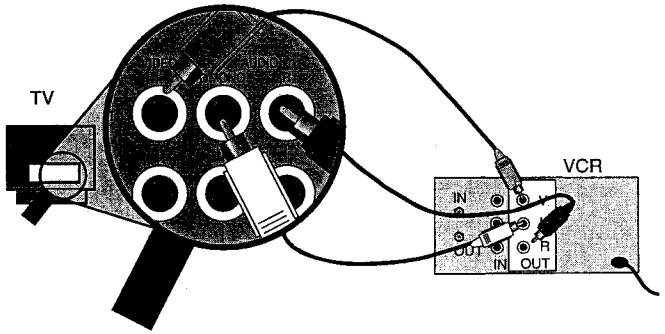


1) Cable Wire *out* from wall *in* to cable box input.
2) *Out* from cable box *in* to VCR RF input.
3) *Out* from VCR RF output *in* to TV VHF/UHF input.

❒ *Refer to the VCR and/or cable box instructions regarding their unit's RF output.*

AUDIO/VIDEO CONNECTIONS — STEREO & PIP

To get stereo sound from a hi-fi stereo VCR, you must connect it to the TV with Audio/Video cables.

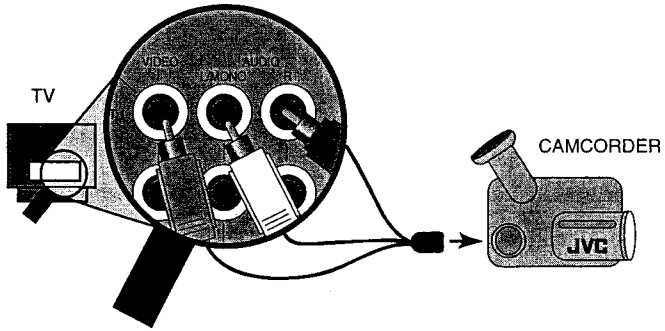


1) Yellow video cable *out* from VCR *in* to TV Video input jack.
2) White audio cable *out* from VCR Left *in* to TV Left Audio input jack.
3) Red audio cable *out* from VCR Right *in* to TV Right Audio input jack.

❒ *If your VCR is mono it has only one audio out jack, connect it to TV L/Mono input.*

❒ *Refer to your VCR's instructions.*,

CONNECTING TO A CAMCORDER

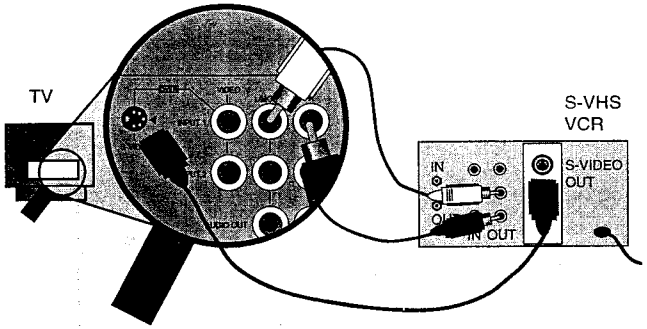


Connect a camcorder to your TV.

1) White audio cable *out* from camcorder *in* to TV Left Audio input jack.
2) Yellow video cable *out* from camcorder *in* to TV Video input jack.
3) If you have a stereo model camcorder, Red audio cable *out* from camcorder *in* to TV Right Audio input jack.

❒ *Refer to the camcorder's instructions.*

CONNECTING S-VHS VIDEO ACCESSORIES (VCR OR CAMCORDER)

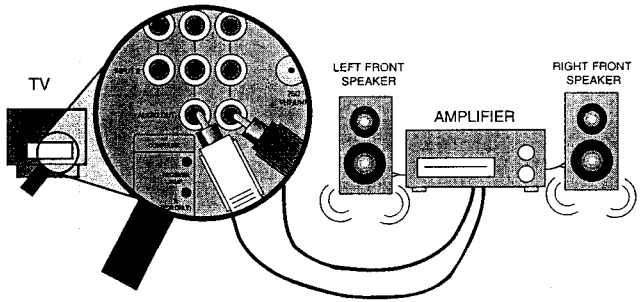


Keeping the audio connections the same as for a non-S-VHS VCR or camcorder (page 7), use the special S-VHS cable that came with the VCR or Camcorder. (This illustration is of an S-VHS VCR hookup — the same connections apply for an S-VHS camcorder.)

1) S-VHS Plug *out* from VCR *in* to TV's S-Video input

❒ *Refer to your VCR or camcorder instructions.*

CONNECTING TO EXTERNAL AMPLIFIER



Set the TV Speaker to OFF (page 20), switch the audio output to VARI (page 20), and adjust the sound with the TV remote's VOLUME -/+ button (see page 11).

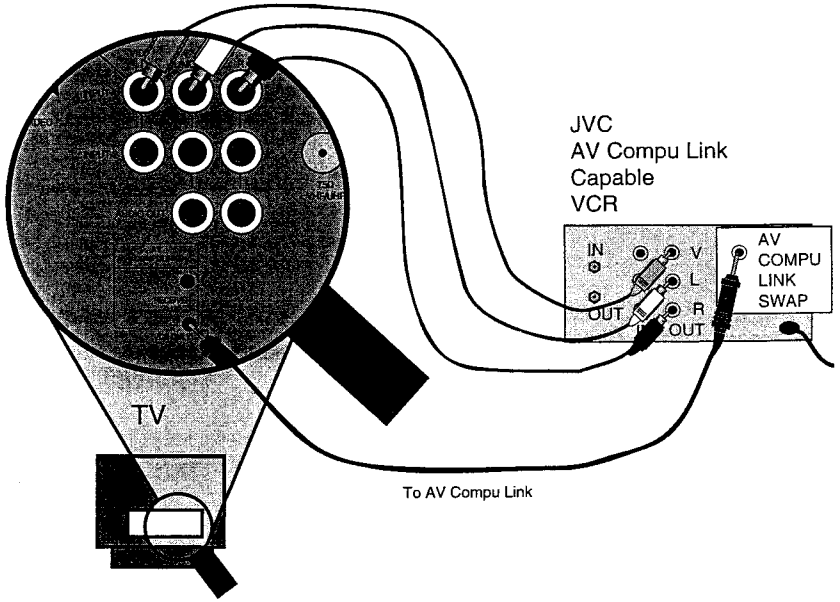
1) White audio cable out from TV Left Audio output jack in to Amplifier [Left] input.

2) Red audio cable *out* from TV Right Audio output jack *in* to Amplifier [Right] input.

❒ *Refer to the amplifier's instructions.*

CONNECTING TO JVC AV COMPU LINK CAPABLE COMPONENTS

AV Compu Link makes playing video tapes totally automatic. Simply insert a pre-recorded tape* into the VCR, and the VCR automatically turns on and starts playing. At the same time, the VCR sends an AV Compu Link signal to the television telling it to turn on and switch to the correct video input.



NOTES:

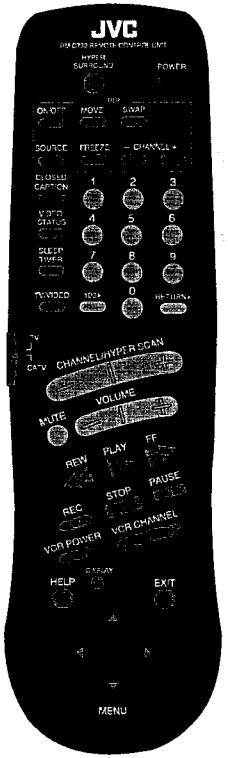
1) The AV Compu Link cable has a male 3.5 mm (mono) mini plug on each end.

2) If your JVC brand VCR has A Code/B Code Remote Control Switching (see VCR instructions), using VCR A Code will switch the TV to Video Input 1. Using B Code will switch the TV to Video Input 2.

3) To connect a JVC HiFi receiver or amplifier for a completely automated home theater, see the HiFi receiver's instructions for detailed hookup diagrams.

** In order for AV Compu Link to work, the recording tabs must be removed from the VHS tape.*

REMOTE CONTROL

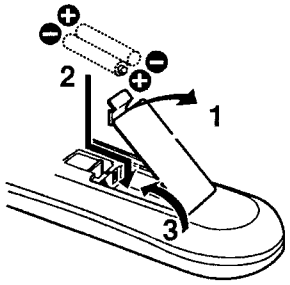


RM-C732

Changing and Inserting Batteries.

Use only size AAA batteries.

1. Raise the latch on the remote's back cover to remove it.
2. Insert the two supplied AAA batteries, carefully noting the "+" and "–" markings on the batteries and remote control. **To avoid a short circuit, insert "–" end first.**
3. Snap the cover back into place.



NOTES:

- ❒ *Once the batteries are in the remote and you have confirmed that the remote is working, you must program the remote to operate your particular brand of VCR and/or cable box. Turn to page 12 now and follow the instructions.*
- ❒ *If it takes more than a minute to change the batteries, you may have to reprogram the CATV and/or VCR codes described on page 12.*
- ❒ *If the remote control acts erratically, replace the batteries. Battery life is usually six months to one year.*
- ❒ *We recommend the use of alkaline batteries for longer battery life.*

ONSCREEN HELP!

Onscreen Help is an instruction book built right into the TV. For every Super Command menu item there is a help screen taht you activate simply by pressing the HELP button on the remote control.

- ❒ If you forget how to operate a feature in the menu, go to that feature, press the HELP button, and a description of exactly what to do appears onscreen. Press HELP again and you return to where you were in the menu.
- ❒ If you don't know what a particular feature is, go to that feature in the menu, press Help, and a description of that feature appears onscreen. Press HELP again to continue.

POWER

- ❒ Make sure that the TV/CATV switch is set to TV. Switch to CATV only if you plan to operate a cable box.
- ❒ Press the POWER button on the remote control or the TV front panel. The On-Timer lamp will glow red.
- ❒ To turn the power off, press the POWER button again. The On-Timer lamp will go out.
- ❒ The On-Timer lamp remains on while the On/Off Timer function is active (see page 19).

ADJUSTING VOLUME

1. Press the VOLUME button on the front panel or remote control. The volume slidebar will appear.

2. Press the MUTE button to instantly turn the volume off. To restore the volume to the previous level, press the MUTE button again.

CHANGING CHANNELS

1 10 Key Direct Access.

- Press the numbers on the remote's 10 key pad.
- For single-digit channel numbers press 0, then the number.
- For channels above 100, press the 100+ button plus the 2-digit number.

2 CHANNEL -/+ HYPER SCAN button.

The CHANNEL / HYPER SCAN button has two levels:

- **To scan the channels one at a time,** press the remote control's CHANNEL/HYPER SCAN button to the first level. The channels will scan at about one per second.
- **To scan the channels really, really fast,** press the remote control's CHANNEL/HYPER SCAN button to the second level and the channels will rip by at a blazing five per second.

3 Return.

Press and release the RETURN+ button to return to the previous channel. First, select a channel (e.g. game #1). Then, select another channel (game #2) with the 10 key pad and push the RETURN+ button to flip directly back and forth.

4 Return+.

Press and hold down the RETURN+ button for three seconds. The message, "RETURN CHANNEL PROGRAMMED !" will appear and you can scan as you wish. Press RETURN+ again and you will go back to the Return+ channel.

To cancel a Return+ channel, press and hold down the RETURN+ button for another three seconds and the message, "RETURN CHANNEL CANCELLED !" appears.

❒ *Pressing a number key or turning the set off will also cancel a Return+ channel.*

The triangle control has the ability to operate many brands of cable boxes, satellite boxes and satellite dishes. If you did not find instructions in this list on how the cable box responds, you do not need to perform the Search Codes function described in the right hand column.

TO SET UP THE CATV / AUDIO BOX / SATELLITE CODE

1) Make sure the TV/CATV switch is set to CATV.
2) Obtain the correct manufacturer's code from the chart below for your brand.
3) Press the **TV Power** and **Return+** buttons simultaneously, then release.
4) Use the 10 keypad to enter the code, then press **Return+** (if you do not press RETURN+, your settings will be lost).

If your cable box responds to the up or down arrows, but not to the numbers, you may be able to control it by performing the Search Codes function described in the right hand column.

1) Make sure the TV/CATV switch is set to CATV.
2) Press the **TV Power** and **Return+** buttons simultaneously, then release.
3) Press **TV Power** and see if your accessory responds to this command.
4) When it responds, press **Return+**. If it does not respond on your first attempt, repeat Step 3 until it does. (Again, if you do not press **Return+**, your settings will be lost!)

CATV, Audio Box, & Satellite Dish Codes

CABLE BOX	
MANUFACTURER	CODE
ABC	001 003 014 007 011 013 017 047
ANTRONIX	207
ARCHER	207
BELCOR	056
CABLE STAR	056
COLOUR VOICE	025 031
COMTRONICS	040 060
CONTEC	019
EASTERN	002
FOCUS	400
GE ELECTRONICS	056 207
GEMINI	015 070 242
GENERAL INSTRUMENT	011
HAMLIN	009 020 034 259 273
HITACHI	011
HYTEX	007
JERROLD	003 011 012 014 015 026 047 276
MACOM	033
MAGNAVOX	027 032
MEMOREX	000
MOVIE TIME	063 156
NSC	063 070 156
OAK	007 019 248
PANASONIC	021
PARAGON	000
PHILIPS	025 027 029 030 031 242
PIONEER	023 144 533
POPULAR MECHANICS	400
PULSAR	000
RCA	021
REALISTIC	207
RECOTON	400
REGAL	020 259 273 279
REGENCY	002
REMBRANDT	011 070
RUNCO	000
SAMSUNG	040 144
SCIENTIFIC ATLANTA	006 008 017 277 327
SIGNAL	015 040
SIGNATURE	011
SL MARX	040
SPRUCER	021 307
STANDARD COMPONENTS	096 155
STARCOM	003 015 047
STARGATE	015 040
STARQUEST	015
SYLVANIA	001
TANDY	258
TELEVIEW	040
TEXSCAN	001 096
TOCOM	012 013 059
TOSHIBA	000
TUSA	015
TV86	063
UNIKA	207
UNITED ARTISTS	007
UNITED CABLE	003
UNIVERSAL	056 207
VIDEOWAY	250
VIEWSTAR	027 060 063 211 258
ZENITH	000 054
ZENTEK	400
AUDIO BOX	
JERROLD	459 520
SCIENTIFIC ATLANTA	460
STARCOM	459
SATELLITE DISH	
GENERAL INSTRUMENT	361
JERROLD	361
PRIMESTAR	361
RCA (DSS)	566

TO SET UP THE VCR CODE

1) Make sure the TV/CATV switch is set to TV.
2) Press the **VCR Power** and **Return+** buttons simultaneously, then release.
3) Use the 10 keypad to **enter the code**, then **Return+**.

If the VCR does not respond:
1) Press **VCR Power** and **Return+** buttons simultaneously, then release.
2) Press **VCR Power** repeatedly until the VCR responds.
3) When the VCR responds to the command press **Return+**.

MANUFACTURER	CODE
ADVENTURA	000
AIKO	278
AIWA	000
AKAI	041 049 053 061 242
AMERICAN HIGH	035
ASHA	240
AUDIOVOX	037
BEAUMARK	240
BELL&HOWELL	104
BROKSONIC	121 184 211 295 361
CALIX	037
CANON	035 167
CAPEHART	020
CARVER	081
CCE	072 278
CITIZEN	037 278
COLT	072
CRAIG	037 047 072 240 271
CURTIS MATHES	035 060
CYBERNEX	240
DAEWOO	020 045 087 278
DAYTRON	020
DYNATECH	000
ELECTROHOME	037
ELECTROPHONIC	037
EMERAX	032
EMERSON	000 002 037 043 061 068 121 184 208 209 211 212 294 295 361
FISHER	047 054 066 104
FUJI	033 035
FUNAI	000
GARRARD	000
GE	035 060 065 202
GO VIDEO	232 279
GOLDSTAR	018 037 038
GRADIENTE	000
HARLEY DAVIDSON	000
HARMAN/KARDON	038 075
HARWOOD	068 072
HEADQUARTER	046
HI-Q	047
HITACHI	041 042 065 082 105 166
JENSEN	041
JVC	041 067 068
KENWOOD	038 041 046 067
KLH	072
KODAK	035 037
LOGIK	072
LLOYD	000
LLOYD'S	208
LUX	037
MAGNAVOX	035 039 081 103 110 149
MAGNIN	240
MARANTZ	035 038 081
MARTA	037
MASUSHITA	035
MEI	035 039 046 048
MEMOREX	000 035 037 039 046 047 048 104 240
MGA	043 061
MGN TECHNOLOGY	240
MINOLTA	042 105
MITSUBISHI	043 061 067 075 173 214 242
MOTOROLA	035 048
MTC	000 240
MULTITECH	000 072
NAD	058
NEC	038 040 041 067 082
NIKKO	037
NOBLEX	240
OLYMPUS	035
OPTIMUS	037 048 058
OPTONICA	062
PANASONIC	035 096 162 225 454
PENNEY	035 037 038 040 042 054 240
PENTAX	042 065 105
PHILCO	035
PHILIPS	035 062 081 110
PILOT	037
PIONEER	058 067 168
PORTLAND	020
PROTEC	072
PULSAR	039
QUARTER	046
QUARTZ	046
QUASAR	035 096
RADIO SHACK	000 037
RADIX	037
RANDEX	037
RCA	042 060 065 096 105 149 202
REALISTIC	000 035 037 046 047 048 062 066 104 240
RICOH	034
RUNCO	039
SAMSUNG	045 053 240
SANKY	039 048
SANSUI	041 067 082 271
SANYO	046 047 104 240
SCOTT	043 045 121 184 210 211 212
SEARS	035 037 042 046 047 054 057 066 104 105
SHARP	048 062
SHINTOM	072
SHOGUN	240
SINGER	072
SONY	011 032 033 034 035
STS	042
SYLVANIA	000 035 043 081 103 110
SYMPHONIC	000
TATUNG	041
TEAC	000 041
TECHNICS	035 162
TEKNIKA	000 035 037
TMK	208 240
TOSHIBA	043 045 057 066 210 212
TOTEVISION	037 240
UNITECH	240
VECTOR	045
VECTOR RESEARCH	038 040
VIDEO CONCEPTS	040 045 061
VIDEOSONIC	240
WARDS	000 035 042 047 048 062 072 149 212 240
XR 1000	000 035 072
YAMAHA	038 041
ZENITH	033 034 039

USING THIS GUIDE

SYMBOLS USED IN THIS GUIDE:

△▽ Up and down arrows indicate you should press the Menu Up or Menu Down button. This function allows you to:

- Move vertically in the main menu
- Move through a submenu, or
- Move to the next letter, number, or other choice in a submenu
- Back up to correct an error

◁▷ Left and right arrows indicate you should press the Menu Left or Menu Right button to:

- Select the highlighted item, or
- Select the options in a submenu

(PRESS) The "Press Button" means you need to press that button on the remote control

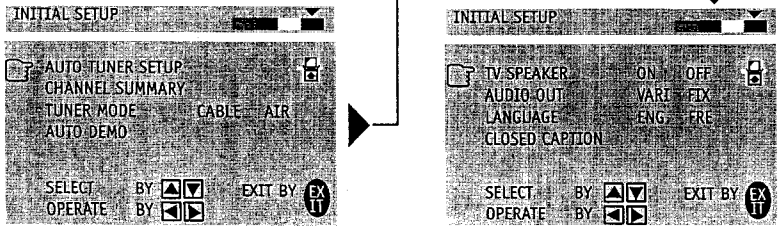
☞ The helping hand points to the active, or highlighted item

Button names are always WRITTEN IN SMALL CAPITAL LETTERS *in order to avoid confusion with menu functions of the same name.*

WORKING THE MENUS

To use the Menu, press any of the remote's 4-way cursor control buttons and the JVC scrolling menu will appear on the screen. The item that appears yellow is the selected item.

Factory settings begin with the Picture Settings menu. However, since Initial Setup is so important, this guide begins here.



AUTO TUNER SETUP

During Auto Tuner Setup, the TV will automatically scan through all available channels and memorize the active ones.

△▽ To AUTO TUNER SETUP

◁▷ To operate

△▽ For AUTO (STD, HRC, IRC)**

◁▷ To operate

Programming takes 3 to 4 minutes

** AUTO (STD, HRC, IRC) will access all over-the-air broadcast channels and more than 99% of cable systems. If the channels on your cable system are not selected after this procedure, use AUTO (OTHERS).

❒ Noise Mute will not work while Auto Tuner Setup is working.

❒ During Auto Tuner Setup the TV will be programmed to receive only active channels. Once the channels are activated here, they are automatically included in scan.

❒ Some weak or distant channels may be included in scan. You can delete them from scanning by removing the "√" mark in the SCAN column in the Channel Summary menu.

CHANNEL SUMMARY

You can add or delete channels from channel scanning, and lock out any "unauthorized" viewers from up to all 181 channels.

△▽ To CHANNEL SUMMARY

◁▷ To operate

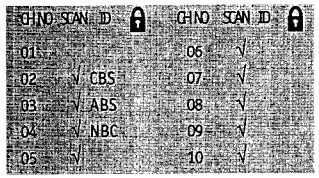
SCAN

You can manually set channels to scan that were too weak to be picked up by Auto Tuner Setup. Or, if a channel was too weak for a good picture but was picked up anyway, delete it by removing the √.

(PRESS) CHANNEL -/+ to select the channel

△▽ To the SCAN column

◁▷ To include or delete from scan



(PRESS) EXIT when finished

❒ Some cable systems experience interference from radio frequencies on Cable Channel 95. You can delete this channel from scanning by removing the √.

STATION ID

You can label up to 25 channels with a station ID of up to four letters, using numbers, letters, or common keyboard characters.

△▽ To ID column and ◁▷ to operate

△▽ To choose each letter and ◁▷ to accept and move to the next letter

△▽ To FINISH and ◁▷ to save

NOTES:

Nearly all cable companies use one of the following:

STD
(Standard)
HRC
(Harmonically Related Carrier)
IRC
(Incrementally Related Carrier)

NOTES:

There are two sections in Channel Summary.

To move up and down a column (e.g. from channel to channel) use the CHANNEL -/+ button.

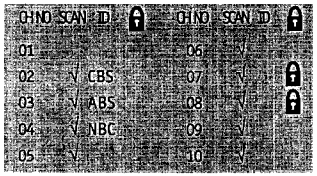
To move from item to item (e.g. from channel number to scan to lock) use the arrow up/down keys.

Noise Mute will not work while you operate the Channel Summary.

CHANNEL GUARD / LOCK

△▽ To CHANNEL SUMMARY

◁▷ To operate



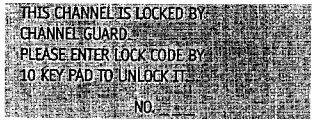
△▽ To 🔒 column

PRESS 0 (zero) to lock or unlock a channel

Use the CHANNEL -/+ button to go to any other channel you want to lock

CHANNEL GUARD MESSAGE

This message appears when someone attempts to watch a guarded channel:



To watch a locked channel, enter the lock code on the 10 key pad.

If the wrong lock code is entered this message will appear:

TUNER MODE

Tuner Mode lets you choose between over-the-air broadcasts (AIR) or cable (CABLE) stations.

△▽ To TUNER MODE

◁▷ To operate

PRESS EXIT when finished

❒ Cable mode requires a cable hookup, see page 6 for details.

AUTO DEMO

The Auto Demo is an onscreen demonstration of the features of your JVC TV. Let it run, it takes about six minutes, and you will see exactly what your new TV can do.

△▽ To AUTO DEMO

◁▷ To operate

PRESS Any key to stop the Auto Demo

❒ You can also start the Auto Demo when you push the front panel CHANNEL+ and VOLUME– buttons at the same time.

TINT

△▽ To TINT

▷ To accentuate green

◁ To accentuate red

△▽ To move to the next

COLOR

△▽ To COLOR

▷ To make colors more vivid

◁ To subdue colors

△▽ To move to the next

PICTURE

△▽ To PICTURE

▷ To increase contrast

◁ To decrease contrast

△▽ To move to the next

BRIGHT

△▽ To BRIGHT

▷ To lighten picture

◁ To darken picture

△▽ To move to the next

DETAIL

△▽ To DETAIL

▷ To make picture sharper

◁ To make picture smoother

△▽ To move to the next

NOTCH

The Notch Filter sharpens the edges of graphics and text.

△▽ To NOTCH

◁▷ To activate or deactivate

NOISE MUTE

Eliminates noise from channels that are not broadcasting or are too weak.

△▽ To NOISE MUTE

◁▷ To turn ON/OFF

❒ Noise Mute does not operate during the Auto Tuner Setup or while in the Channel Summary screen.

SET VIDEO STATUS

Save Picture Settings as "Choice".

△▽ To SET VIDEO STATUS

◁▷ To operate

◁▷ To operate the TINT option

△▽ To move to the next option

Repeat the above steps to set each option.

△▽ To SAVE AS CHOICE

◁▷ To save settings and exit

❒ Access "Choice" by pressing the VIDEO STATUS button on the remote control.

NOTES:

MTS has no effect on normal sound broadcasts.

BASS

△▽ To BASS slidebar

▷ To emphasize bass

◁ To reduce bass

△▽ To move to next

TREBLE

△▽ To TREBLE

▷ To increase treble

◁ To decrease treble

△▽ To move to next

BALANCE

△▽ To BALANCE

▷ To shift balance to the right

◁ To shift balance to the left

△▽ To move to next

MTS (Multi-Channel Television Sound)

MTS technology gives you a choice from among stereo, mono, and Second Audio Programs (SAP).

△▽ To MTS

◁▷ To select the mode

(The ON AIR arrow tells you if the current signal contains stereo or SAP)

❒ Keep the TV in STEREO mode to get the fullest sound quality.

❒ SAP will allow you to hear an alternative soundtrack, if available.

❒ Choose MONO only to reduce excess noise in a program.

Some Sound Advice

You can tell if a program is broadcast in stereo by the position of the ON AIR arrow in the MTS menu. Unfortunately, it is common for some cable companies to squash the transmission of stereo programs to mono because they only have mono equipment. If connected to a cable system, the sound is at the mercy of that cable company — if they broadcast in mono, you receive mono sound regardless of the original stereo programming.

Fortunately, most programs that are broadcast in stereo are aired on the major television networks. If you connect your TV to an antenna instead of cable, and set the Tuner Mode (page 16) to "Air" instead of "Cable," you will be able to pick up stereo broadcasts in stereo.

SET CLOCK

The Clock is the heart of all timer functions. You must set the clock before timer functions will work.

△▽ To SET CLOCK

◁▷ To operate

◁▷ To set the hour (AM/PM)

▽ To move to minutes

◁▷ To set the minutes

▽ To move to START CLOCK when done with settings

◁▷ To start the clock

❒ If the TV is unplugged or you experience a power outage, you must reset the clock in order for any of your timer functions to work. If you attempt to operate a timer before resetting the clock, you will get this message:

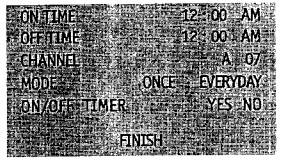
❒ After a power interruption, the clock will be cancelled and you will get this message if you try to use the On/Off Timer:

ON/OFF TIMER

You tell the TV to turn on and off. Use it as an alarm to wake up, as a program reminder, or as a decoy when you're out of the house.

△▽ To ON/OFF TIMER

◁▷ To operate



◁▷ To set the hour (AM/PM) you want the TV to turn on

▽ To move to minutes

◁▷ To set the minutes

▽ To accept ON TIME and to move to OFF TIME (set time again)

▽ To move to CHANNEL

◁▷ To select channel

▽ To move to MODE

◁▷ Choose ONCE or EVERYDAY

▽ To YES/NO

◁▷ Choose YES for on, NO for off

▽ To FINISH

◁▷ To save settings

❒ In order for On/Off Timer to work, the clock must be set.

❒ On/Off Timer cannot be set to locked or guarded channels.

NOTES:

If you want to set the TV's clock to be perfectly timed with another household clock or timer, set the TV clock and move to START CLOCK. At the precise moment that the other timer device changes to the same time as the TV clock, press the arrow button ◁▷ to start the clock.

NOTES:

To activate the Closed Caption settings that you select, see page 22 for details.

Closed Captions and text information are usually found on CC1 and T1. CC2, CC3, CC4 and T2, T3, and T4 work, but are for future purposes. Chances are that you will find the captions and on CC1 and text on T1.

SET LOCK CODE

The Lock Code locks and unlocks Channel Guard.

△▽ To SET LOCK CODE

◁▷ To operate

The padlock 🔒 appears

Press the access code zero (0)

△▽ To the first number place

◁▷ To choose the number

△▽ To move to the next place

Continue for all three numbers

△▽ To FINISH

◁▷ To save settings and exit

❒ If you forget the Lock Code you can set another one the same way.

❒ After a power interruption, you must reset the lock code.

TV SPEAKER

You can listen to the TV speakers, or if your set is connected to a stereo, turn them off to listen to the stereo speakers.

△▽ To TV SPEAKER

◁▷ To turn the speaker ON or OFF

PRESS EXIT when finished

❒ TV Speaker will be cancelled after a power interruption.

❒ Before you set TV Speaker from Off to On, *make sure that the volume level is low!*

AUDIO OUT

Select fixed level or variable level audio output signals.

△▽ To AUDIO OUT

◁▷ To VARI or FIX

VARI: Adjust the volume of the external speaker by using the TV VOLUME button or the TV's remote.

FIX: Adjust the volume of the external speaker with the audio device controls.

❒ When using external amplifiers and speakers, shut off the TV's speakers (see page 20).

LANGUAGE

Choose from English or French onscreen menus and displays.

△▽ To LANGUAGE

◁▷ To activate

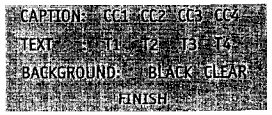
PRESS EXIT when finished

CLOSED CAPTION

If included in a program, you can view closed captions or text information.

△▽ To CLOSED CAPTION

◁▷ To operate



Continued on next page

...continued from previous page.

◁▷ To select a caption channel (CC1 to CC4)

▽ To accept that channel and move to TEXT

◁▷ To select a text channel (T1 to T4)

▽ To accept that channel and move to BACKGROUND

◁▷ To accept that channel and move to FINISH

▽ To select BLACK or CLEAR

◁▷ To exit and save settings

PIP (PICTURE IN PICTURE)

PIP allows you to view two pictures simultaneously.

PRESS (PIP [ON/OFF])

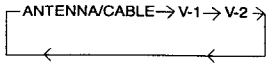
2-TUNER PIP

CHANNEL -/+ buttons in the PIP section of the remote control make PIP so simple to use. You don't need to hook up a VCR or other video source to get PIP. We built in a second tuner for the easiest to use PIP in the industry.

SOURCE

You can select from the various inputs you may have hooked up to your TV as the source for the PIP screen.

PRESS SOURCE



SWAP

You can swap the picture in the main screen with the picture in the PIP screen.

PRESS SWAP

FREEZE

You can freeze the main screen into a PIP picture, or freeze the PIP screen.

PRESS FREEZE

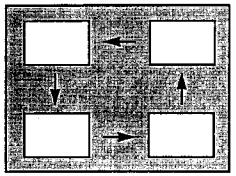
❒ When PIP is off, Freeze will put the main screen into a still PIP picture.

❒ When PIP is on, Freeze will stop the PIP picture.

MOVE

You can move the PIP screen to any of the TV's four corners.

PRESS MOVE



❒ Each press of the MOVE button will shift the PIP picture one position.

PIP CHANNEL –/+

On models with PIP CHANNEL -/+ buttons you can change the PIP channel without going back to the main screen. (You do need to go back to the main screen to change from Cable to Air or Air to Cable.)

NOTES:

When choosing a background in the Closed Caption menu, you will not be able to see the picture behind the captions if you choose BLACK. To see a partial picture, select CLEAR.

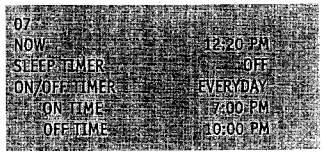
NOTES:

If a large black box covers 80% of your screen, the Text Mode is probably set. Press CLOSED CAPTION to turn it off.

DISPLAY

The Display screen shows the current status of timers and inputs.

PRESS DISPLAY



The display shows the following:

- ❑ The current channel or AV input (Channel 07)
- ❑ Current time (12:20 PM)
- ❑ Sleep Timer status minutes remaining (OFF)
- ❑ On/Off Timer status (Everyday, on at 7:00 PM, off at 10:00 PM)
- ❒ Each press of the DISPLAY button changes the display mode:

DISPLAY → TIME → CHANNEL → OFF

CLOSED CAPTION

View the closed captions or text when included in a program.

PRESS CLOSED CAPTION

CC → TEXT → OFF

- ❑ To change caption or text channels see pages 20 and 21.
- ❑ To access a captioning option or to turn one off, allow the display to remain on screen until it disappears. In seconds the captions or text will start.

VIDEO STATUS

The Video Status button lets you select the "Choice" settings of the Set Video Status menu, Theater Status or reset to factory settings.

"Standard" resets the picture settings to factory standard levels.

"Choice" consists of the settings that you saved in the Set Video Status menu, see page 17.

"Theater" for a film-like look to video.

PRESS VIDEO STATUS

CHOICE → THEATER → STANDARD

SLEEP TIMER

Sleep Timer turns off the TV for you in case you fall asleep. Program it to work in intervals of 15 minutes up to 180.

PRESS SLEEP TIMER

0 15 30 45 60 75 90 105 120 135 150 165 180

SLEEP TIMER MESSAGE:
20 seconds prior to the automatic shut-off, this message will appear:

You then have 20 seconds to press the Sleep Timer button to delay turn off for another 15 minutes.

HYPER SURROUND

Create a deep, 3-Dimensional sound effect by channeling the sound through the TV's front firing speakers.

Technically speaking, Hyper Surround, manipulates the phase and frequency response of stereo signals to make the sound seem to come out into the room without using rear speakers.

100 +

The 100+ button accesses all channels above Channel 99.

To move to Channel 124:

PRESS 100+
PRESS 2 (two)
PRESS 4 (four)

VCR BUTTONS

Your JVC remote will control your VCR. You can play, rewind and fast-forward, record, pause, stop, channel scan, and power on and off.

- ❒ The remote is preset to control a JVC VCR. Put in the code 00 for a JVC brand VCR. For any other brand, you must set the manufacturer's code (see pages 12 and 13).

TV / VIDEO

TV/Video selects the input mode.

PRESS TV VIDEO

TV → VIDEO-1 → VIDEO-2

MUTE

The Mute button turns the sound off completely when you press it. Press it again to restore the sound to the previous level.

RETURN+

There are two kinds of Return, regular and Return+.

Return+. You can set a "return" channel to come back to when you scan with CHANNEL -/+.

PRESS RETURN+ and hold for 3 seconds
Scan through the channels with the CHANNEL -/+ button

PRESS RETURN+ to go back to the return channel

- ❒ Pressing a number key or turning the TV's power off cancels Return+.
- ❒ See page 11 for more information.

Return. You can return to a channel after moving to another channel via the 10 key pad.

PRESS RETURN+
Move to another channel
PRESS RETURN+

NUMBER BUTTONS 10 KEY PAD

The Number Buttons are from 0 to 9. Press two number buttons to go to a channel.

To move to Channel 7:

PRESS 0 (zero)
PRESS 7 (seven)

NOTES:

For more detailed information on JVC Return and Return+, go to page 11.

LIMITED WARRANTY

JVC

For Canadian model televisions, see separate sheets for Warranty/Garantie and JVC Authorized Service Centers in Canada.

JVC COMPANY OF AMERICA warrants this product and all parts thereof, except as set forth below TO THE ORIGINAL PURCHASER AT RETAIL to be FREE FROM DEFECTIVE MATERIALS AND WORKMANSHIP from the date of original purchase for the period as shown below (the "Warranty Period"). The picture tube is covered for two years.

Model No.	Serial No.	Parts	Labor
		1 YEAR	1 YEAR

This limited warranty is valid only in the fifty (50) United States, The District of Columbia and the Commonwealth of Puerto Rico.

JVC WILL:

If this product is found to be defective, repair or replace defective parts at no charge to the original owner. Such repairs will be made during regular business hours only at JVC authorized service centers. All parts repaired or replaced are warrantied for the remainder of this Warranty Period only. All products and parts should be brought to an authorized service center on a carry-in basis except for those models with a screen size larger than 25 inches which are covered on an in-home basis.

YOU MUST:

• Return your products to a JVC authorized service center with a copy of your bill of sale. For the authorized JVC service center nearest you, call toll free (800) 252-5722.

• If service is not locally available, box the product carefully, preferably in its original container, and ship it, insured, to the nearest authorized service center with a copy of the bill of sale and a letter of explanation as to the problem. Call the toll free number above for the address.

WHAT IS NOT COVERED:

1) Products which have been subject to abuse, accident, alteration, modification, tampering, negligence, misuse, faulty installation, lack of reasonable care, or if repaired or serviced by anyone other than a service facility authorized by JVC to render such service, or if connected to any attachment not provided with the products, or if the model or serial number has been altered, tampered with, or removed;

2) Initial installation, removal for repair, and reinstallation after repair is not covered;
3) Operational adjustments covered in the Owner's manual, normal maintenance, video and audio head cleaning;
4) Damage that occurs during shipment, due to an act of God, or of consequence to cosmetic changes;
5) Signal reception problems and failures due to line power surges;
6) Video Pick-up Tubes/CCD Image Sensor, Cartridge, Stylus (Needle) are covered for 90 days from the date of purchase;
7) Accessories, and;
8) Batteries (except for rechargeable batteries which are covered for 90 days from date of purchase.)

There are no express warranties except as listed above.

THE DURATION OF ANY IMPLIED WARRANTIES, INCLUDING THE IMPLIED WARRANTY OF MERCHANTABILTY, IS LIMITED TO THE DURATION OF THE EXPRESS WARRANTY HEREIN.

JVC SHALL NOT BE LIABLE FOR THE LOSS OF USE OF THIS PRODUCT, INCONVENIENCE, LOSS OR ANY OTHER DAMAGES, WHETHER DIRECT, INCIDENTAL OR CONSEQUENTIAL (INCLUDING, WITHOUT LIMITATION, DAMAGE TO TAPES, RECORDS OR DISCS) RESULTING FROM THE USE OF THIS PRODUCT, OR ARISING OUT OF ANY BREACH OF THIS WARRANTY, ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING THE WARRANTY OF MERCHANTABILITY AND FITNESS FOR PARTICULAR PURPOSE, ARE LIMITED TO THE WARRANTY PERIOD SET FORTH ABOVE.

Some states do not allow the exclusion of incidental or consequential damages or limitations on how long the warranty lasts, so these may not apply to you. This warranty gives you specific legal rights and you may also have other rights which vary state to state.

If you have questions concerning your JVC product, please contact our Customer Relations Department:
JVC COMPANY OF AMERICA 41 Slater Drive
DIVISION OF US JVC CORP. Elmwood Park, New Jersey 07407

Refurbished products carry a separate warranty. This warranty does not apply for details of refurbished product warranty. Please refer to the refurbished product warranty information packaged with each refurbished product.

AUTHORIZED SERVICE CENTERS

For Canadian model televisions, see separate sheets for Warranty/Garantie and JVC Authorized Service Centers in Canada.

CALL TOLL FREE (800) 252-5722

1) **To locate the JVC Authorized Service Center nearest you.**
2) **To purchase parts or accessories.**
3) **For customer relations or hook-up assistance.**
4) **To locate the JVC authorized dealer nearest you.**

JVC SERVICE & ENGINEERING COMPANY OF AMERICA
DIVISION OF U.S. JVC CORP.

FACTORY SERVICE CENTER LOCATIONS

Dear customer;

In order to receive the most satisfaction from your purchase, read this guide before operating the unit, and before calling for service make sure you check the Troubleshooting pages at the end of this book. In the event that repair is necessary, or for the address nearest you, please refer to the factory service center list below, or within the continental United States, call the toll free number above for an authorized service center. Remember to retain your bill of sale for warranty service.

107 Little Falls Road
Fairfield, NJ 07004-2105
(201) 808-9279

1500 Lakes Parkway
Lawrenceville, GA 30243-5357
(404) 339-2522

705 Enterprise Street
Aurora, IL 60504-8149
(708) 851-7855

5665 Corporate Avenue
Cypress, CA 90630-0024
(714) 229-8011

10700 Hammerly Suite 110
Houston, TX 77043
(713) 935-9331

2969 Mapunapuna Place
Honolulu, HA 96819-2040
(808) 833-5828

230 Eliot Street
Ashland, MA 01721-2377
(508) 881-5923

8192 State Road 84
Davie, FL 33324
(954) 472-1960

890 Dubuque Avenue
South San Francisco, CA 94080-1804
(415) 871-2666

Sophisticated electronic products may require occasional service. Just as quality is a keyword in the engineering and production of the wide array of JVC products, service is key to maintaining the high level of performance for which JVC is world famous. The JVC service and engineering organization stands behind our products.

National Headquarters
JVC Service & Engineering Company of America
Division of U.S. JVC Corp.
107 Little Falls Road
Fairfield, NJ 07004-2105

THERE ARE NO USER SERVICEABLE PARTS INSIDE THIS TV. TO PREVENT ELECTRIC SHOCK, DO NOT OPEN CABINET AND DO NOT ATTEMPT TO SERVICE THIS TV YOURSELF.

SHIPPING INSTRUCTIONS

- Pack the TV in the original carton or one of equivalent size and strength. Use the original foam cushions or equivalent padding.
- Enclose a letter of explanation stating the problem that exists and a copy of the bill of sale.
- Print your home address on both the outside and inside of the shipping carton.
- Send to address nearest you in the list above.

TROUBLESHOOTING

PROBLEMS	CHECK
No power	• Check to see if the power cord has become unplugged. • Perhaps you have experienced a blown circuit breaker or fuse or a power outage.
No picture or sound	• The antenna could be disconnected. • The input mode (TV or Video) could not be set properly, refer to page 23. • The tuner mode (in the menu selection) could be set improperly, refer to page 16. • The station may be having difficulties, check to see if other channels are operating normally.
Remote control is not operating	• Check that the batteries are still working and properly installed. • Make sure there are no objects blocking a clear path from the remote to the TV. • Check that the TV/CATV switch is in the proper position — set to TV to view television.
You cannot select a certain channel	• Maybe you are too far from the TV, you must be within 23 feet (or 7 meters). • Make sure the channels are programmed. See Channel Summary, page 15. • Perhaps the channel is locked, select it with the 10 key pad and follow the onscreen instructions.
Power turns off	• Perhaps the On/Off Timer is set, press the power button, check page 19. • The power was interrupted or the power cord unplugged. Reset the clock, see page 19. • The Sleep Timer may be set.
The clock is wrong	• The power was interrupted and the clock not reset. Reset the clock, see page 19.
PICTURE	**CHECK**
Poor color quality	• Tint and color may be improperly adjusted. See page 17. • Video Status mode may be set to an inappropriate setting. See pages 17 and 22.
Lines or streaks across the screen	• There could be interference from another energy consuming appliance, such as a computer, another TV or VCR. Move any other such appliances farther away from the TV.
Spotted picture	• There could be interference from a running high wattage appliance such as a hair-dryer, vacuum cleaner, or neon sign. You will have to move the antenna away from the source of the interference or change it to a coaxial cable which is less prone to interference.
Double picture (Ghosts)	• A building or airplane can reflect the original signal producing a second, delayed one. Adjust the antenna position.
Snowy picture/ Image noise	• The antenna may be damaged, disconnected or turned. Check the antenna connection, page 6. If it is damaged, you will have to replace it.
Screen is 80% black	• Closed Caption Text Mode is on. Press the CLOSED CAPTION button until you select Off.
SOUND	**CHECK**
Bilingual or stereo programs can't be heard	• Make sure the MTS mode is properly set. Refer to page 18 for details on setting MTS Modes.
No sound from TV speakers at all	• TV Speakers may be turned off in the menu, see page 20. • Check that the volume level is not set at 0 (zero) or the Mute button pressed, see page 11.
NOT A PROBLEM	**DON'T WORRY ABOUT THIS, IT'S NORMAL**
Static electricity	• It is normal to feel a surge of static electricity if you brush over or touch the screen.
Occasional crackling sounds	• It is normal for the TV to emit crackling sounds when turned on or off. Unless the sound or picture become abnormal, this is fine.

SPECIFICATIONS

MODEL	AV-35770	AV-32770	AV-27770
Type	Color Television		
Reception Format	NTSC system, BTSC system (Multichannel Sound)		
Reception Range	VHF 2 to 13, UHF 14 to 69: Sub Mid, Mid, Super, Hyper and Ultra bands (181 channel frequency synthesizer system)		
Power Source	AC 120V, 60Hz		
Power Consumption	Max. 135 W / 1.8 A		Max. 120 W / 1.5 A
Screen Size	35"/89 cm measured diagonally, full square	32"/78 cm measured diagonally, full square	27" cm measured diagonally, full square
Audio Output	3W + 3W		
Speakers	3 3/16" x 4 3/4" 8 x 12 cm oval x 2	2 3/4" x 4 3/4" 5 x 12 cm oblong x 2	
Antenna Terminal	75 ohms (VHF/UHF) terminal (F-type connector)		
External Input Jacks	Video: 1 Vp-p, 75 ohms Audio: 500 mVrms (-4 dBs), high impedance		
S-Video Input Jack	Y: 1Vp-p positive, 75 ohms (negative sync provided) C: 0.286 Vp-p (burst signal), 75 ohms		
Audio Output Jacks	More than 0 to 1550 mVrms (+6 dBs), low impedance (400 Hz when modulated 100%)		
AV Compu Link Jacks	3.5 mm mini jack x 2		
External Dimensions (W x H x D)	33 7/8" x 30 1/8" 23 3/4" 86.0 76.5 x 60.3cm	30 1/4" x 26 1/8" x 21 5/8" 76.8 x 66.4 x 54.8 cm	25 7/8" x 23 1/8" x 20 1/2" 65.5 x 58.6 x 52.0 cm
Weight (lbs.) Weight (kg.)	152.3 (lbs.) 69.2 (kg.)	114.7 (lbs.) 52.1 (kg.)	81.0 (lbs.) 36.8 (kg.)
Accessories	Remote control x 1 AAA batteries x 2		